

BUILDING

A HIGH PERFORMANCE
REVENUE GENERATION MACHINE



Revenue**TEK**^{gears}

SEE TOMORROW | ACT TODAY

What i'm about to tell you is gonna change your life forever. Are you really sure you want to know it?

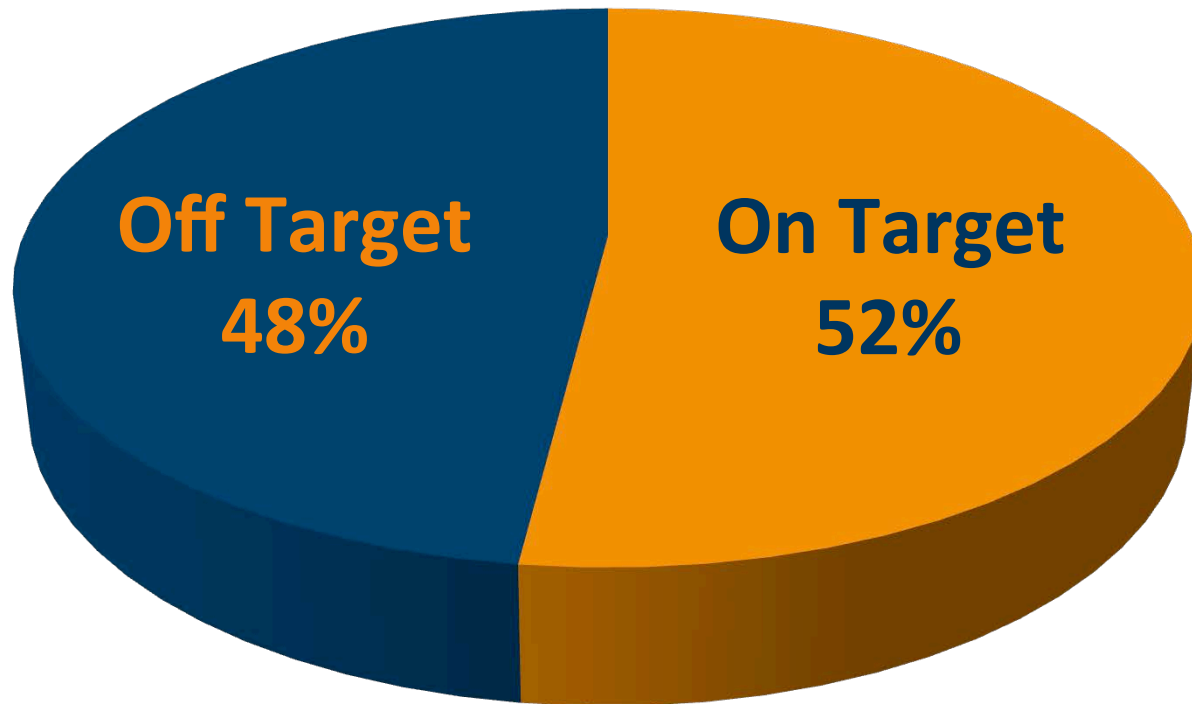


Globally only 1 in 250 sales people achieved their sales target in 2010-11.

80% of sales people make 42% or less of target.

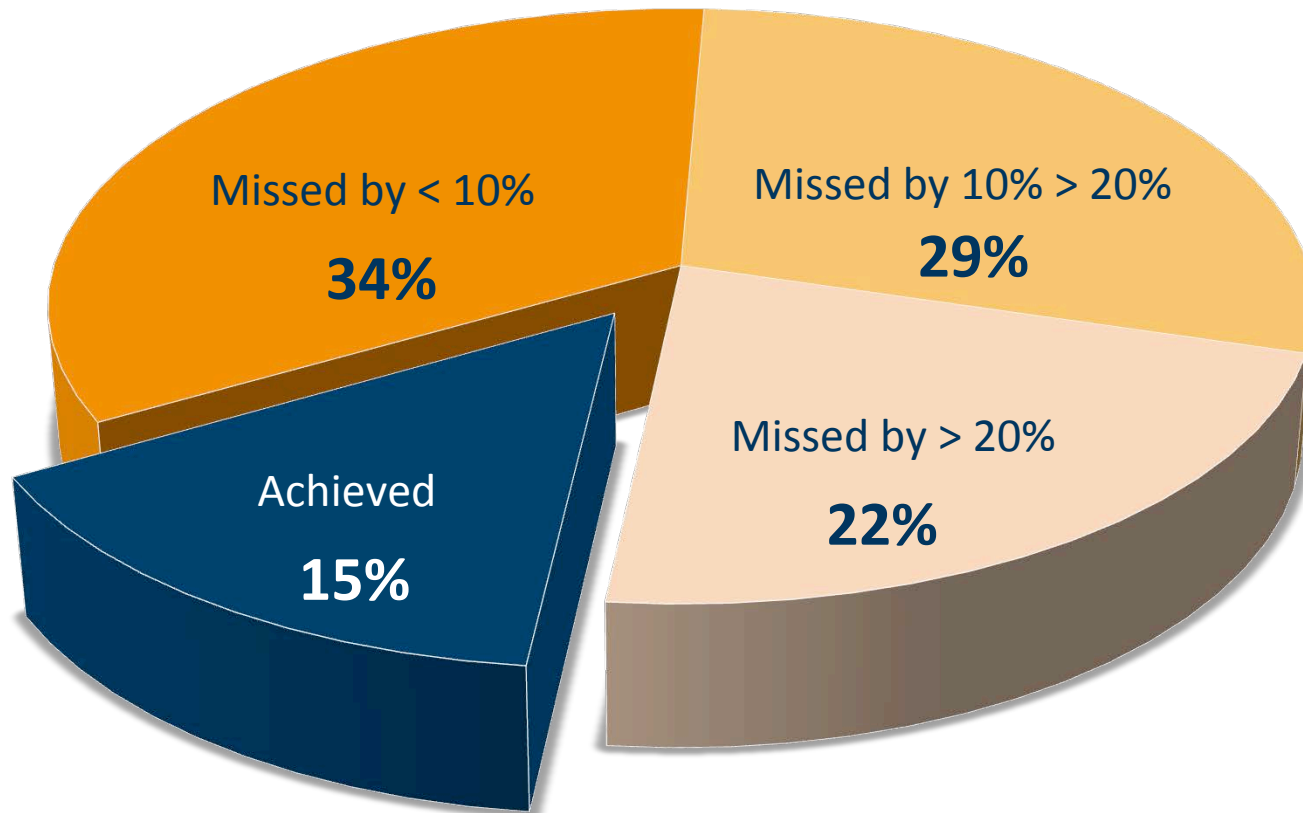
Less than 10% of sales meetings result in sales.

More sales rep's than ever routinely **FAIL TO MAKE TARGET**

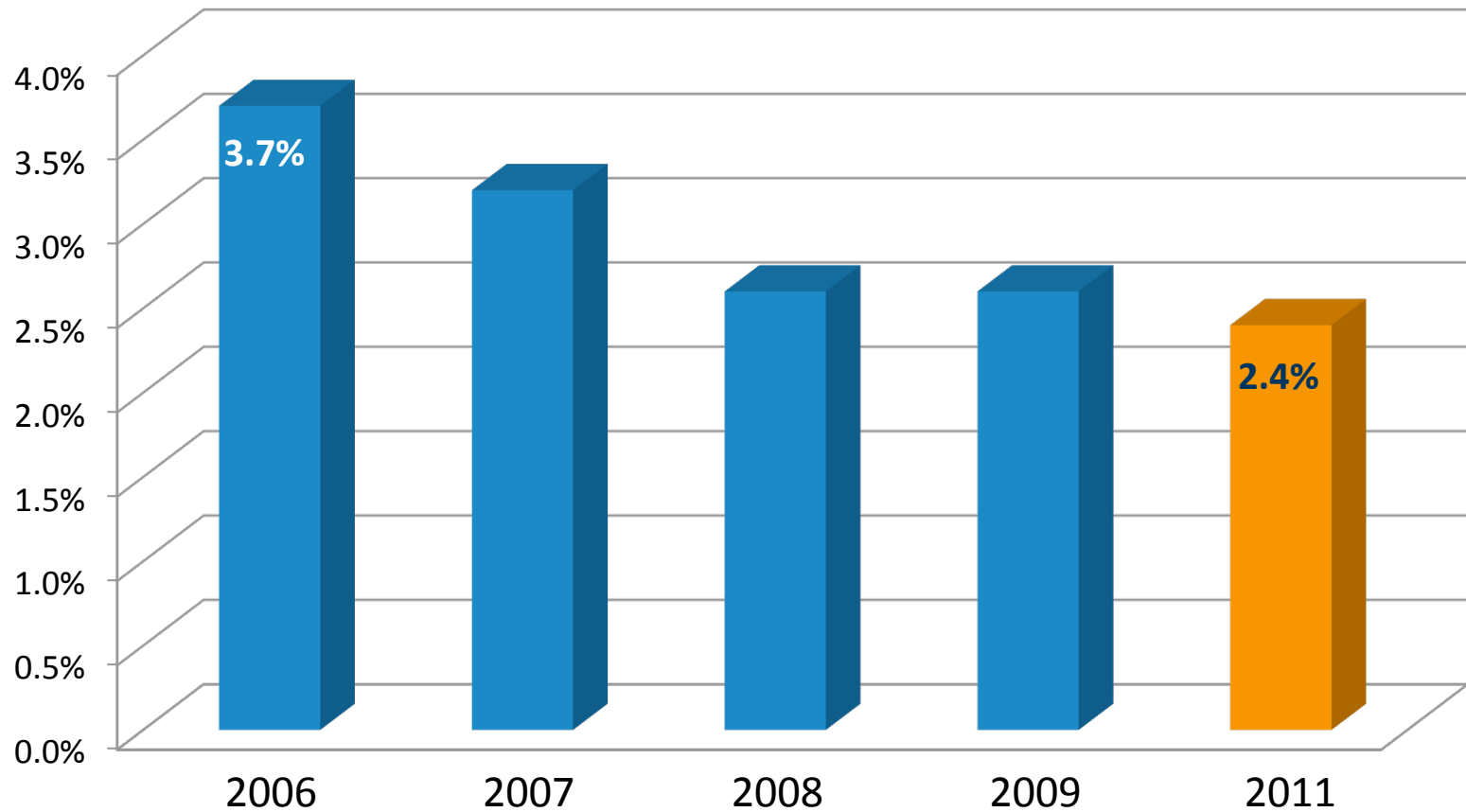


Percentage of Australian sales rep's who achieved quota in 2011/12.

In FY11/12 **15%** OF ORGANISATIONS hit their sales target

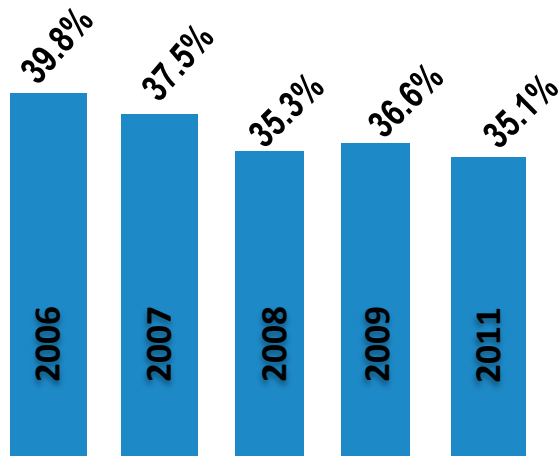


The End-To-End **PIPELINE CLOSURE RATE** is now **2.4%**

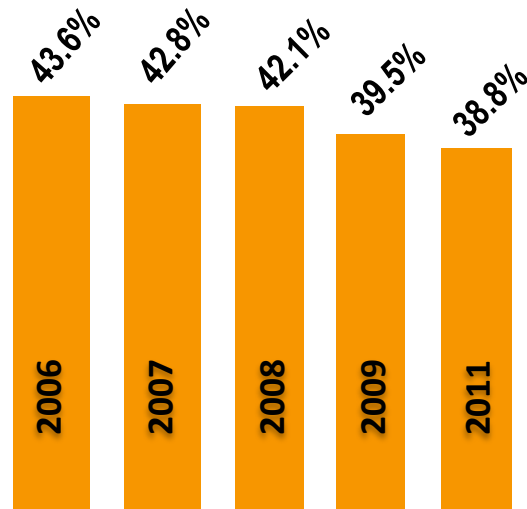


CONVERSION at each major stage has been in DECLINE for some time

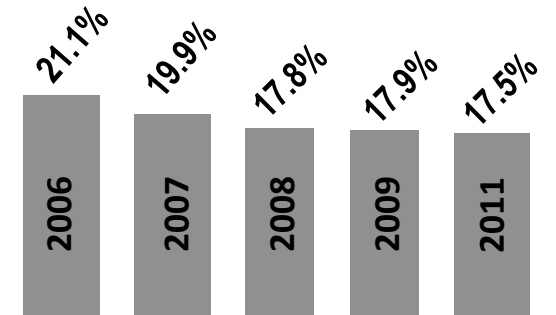
A % of leads resulting in Meetings / appointments



B % of meetings leading to presentations/proposals



C % of proposals / offers resulting in closed sales



$$A \times B \times C (2011) = 2.4\%$$

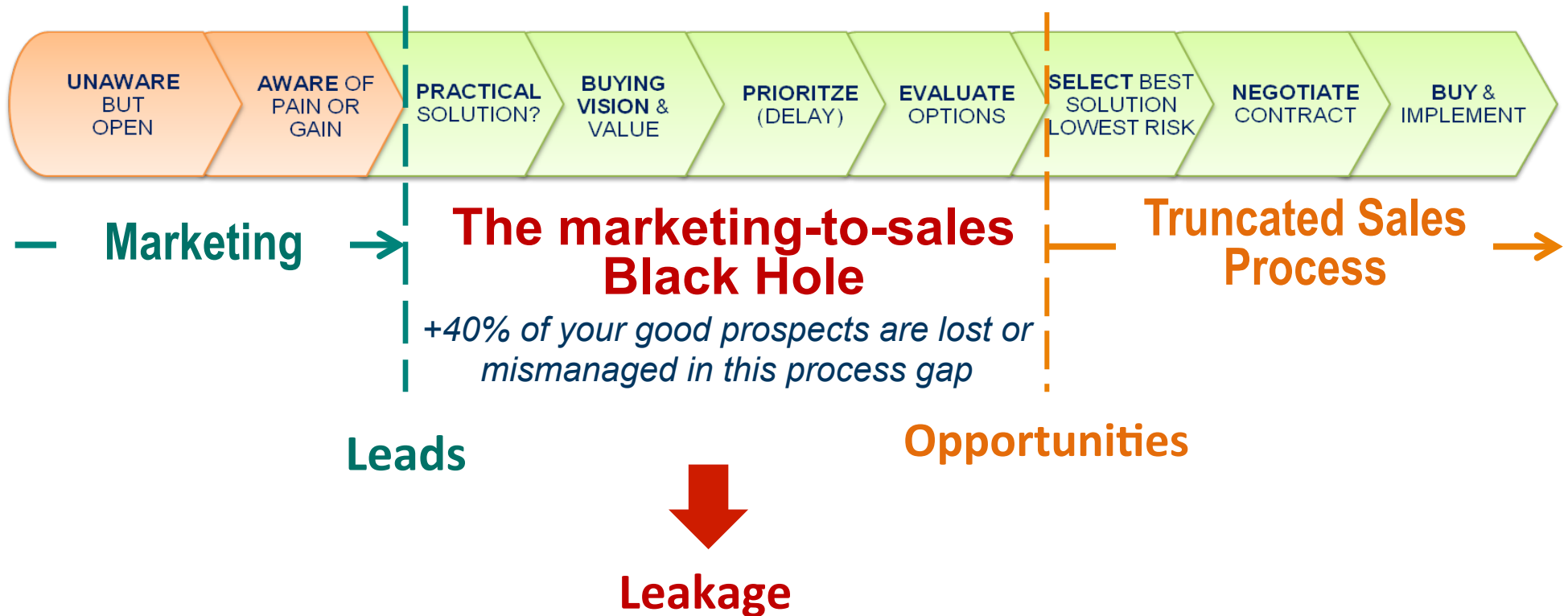
Marketing and Selling was once nicely **SIMPLE** and **LINEAR** when Sellers held the **INFORMATION POWER**.



Buyers have now moved to **DIGITAL** and other buying channels. Sellers' processes remain anchored in the **DARK AGES**.

Internet-driven changes in B2B buyer behavior

Your buyers go to the web to research business solutions... long before they will talk to your sales rep!





For the last 40 years, the standard solutions offered by consultants and vendors to improve sales and revenue performance have focused on sales training, manager coaching and installing Customer Relationship Management systems – each depending for success upon application by the individual sales people or their managers.

Notwithstanding staff attrition and redeployment one would reasonably have expected that organisations employing one or all of these approaches would by now have solved their performance issues and now be enjoying double-digit year on year growth.

Of course they are not. Sales Directors still struggle with many of the same sales performance issues as their predecessors faced four decades ago.

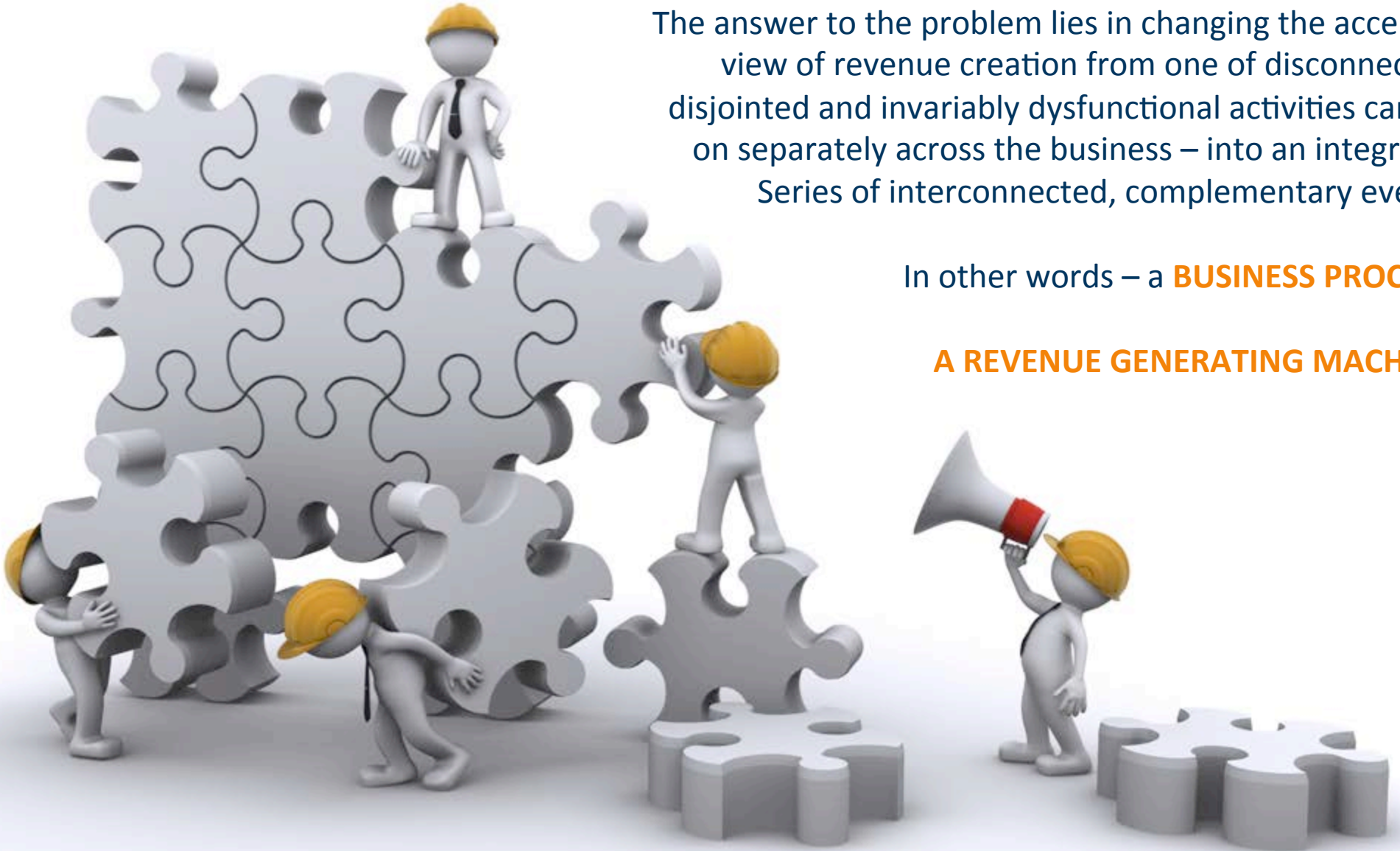
Our research and work with clients around the world suggests **FIVE CORE FACTORS** driving revenue stress in organisations.



The answer to the problem lies in changing the accepted view of revenue creation from one of disconnected, disjointed and invariably dysfunctional activities carried on separately across the business – into an integrated Series of interconnected, complementary events.

In other words – a **BUSINESS PROCESS.**

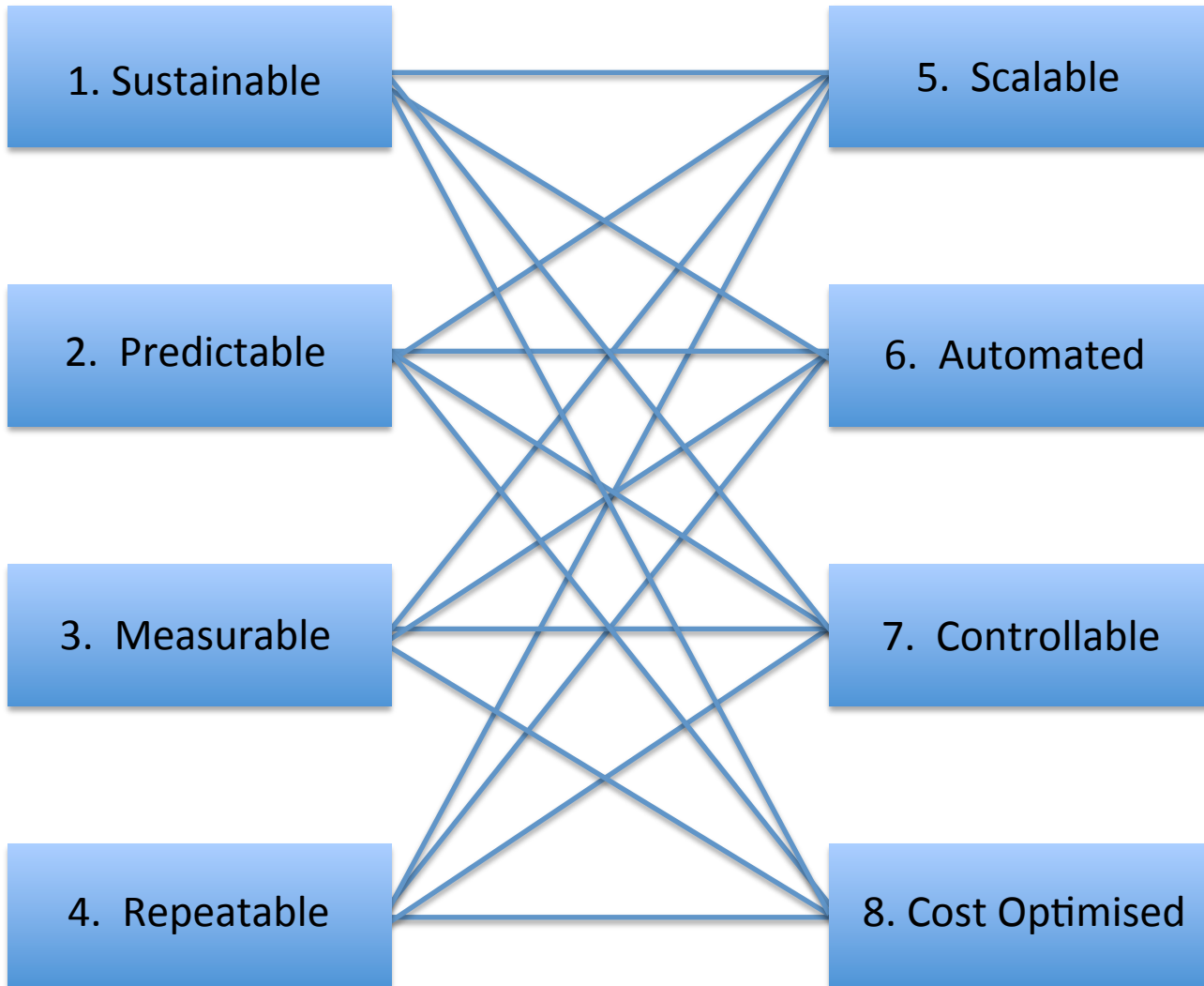
A REVENUE GENERATING MACHINE.



SO WHAT IS A ...

“Revenue Generation Machine”







HOW WOULD I

BUILD

ONE OF THOSE?

THERE ARE 7 STEPS



- Who are your buyers?
- Where are they?
- What do they like?
- What do they dislike?
- What problems and needs do they have?
- What are they trying to do?

1. Understand

2. Design

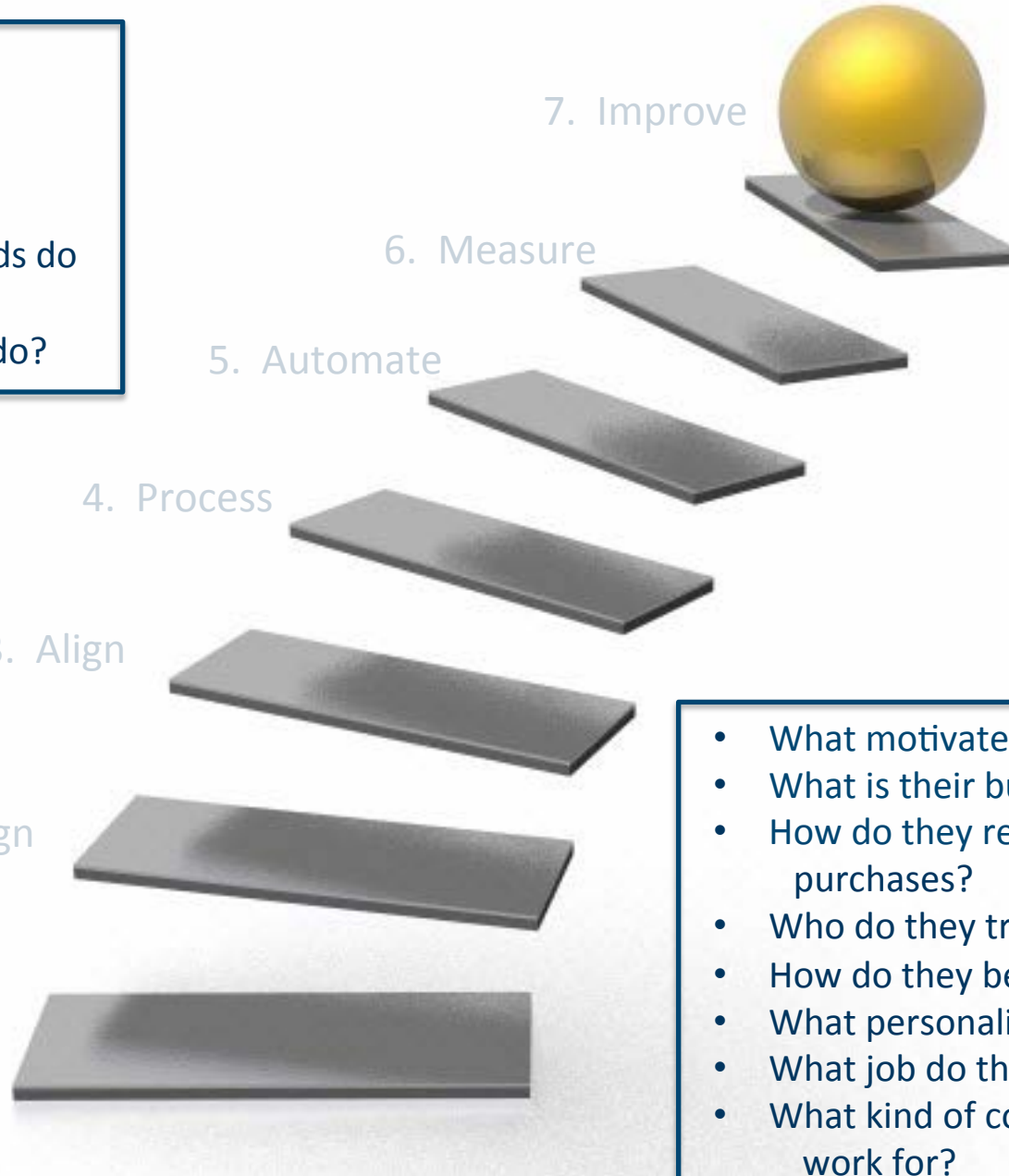
3. Align

4. Process

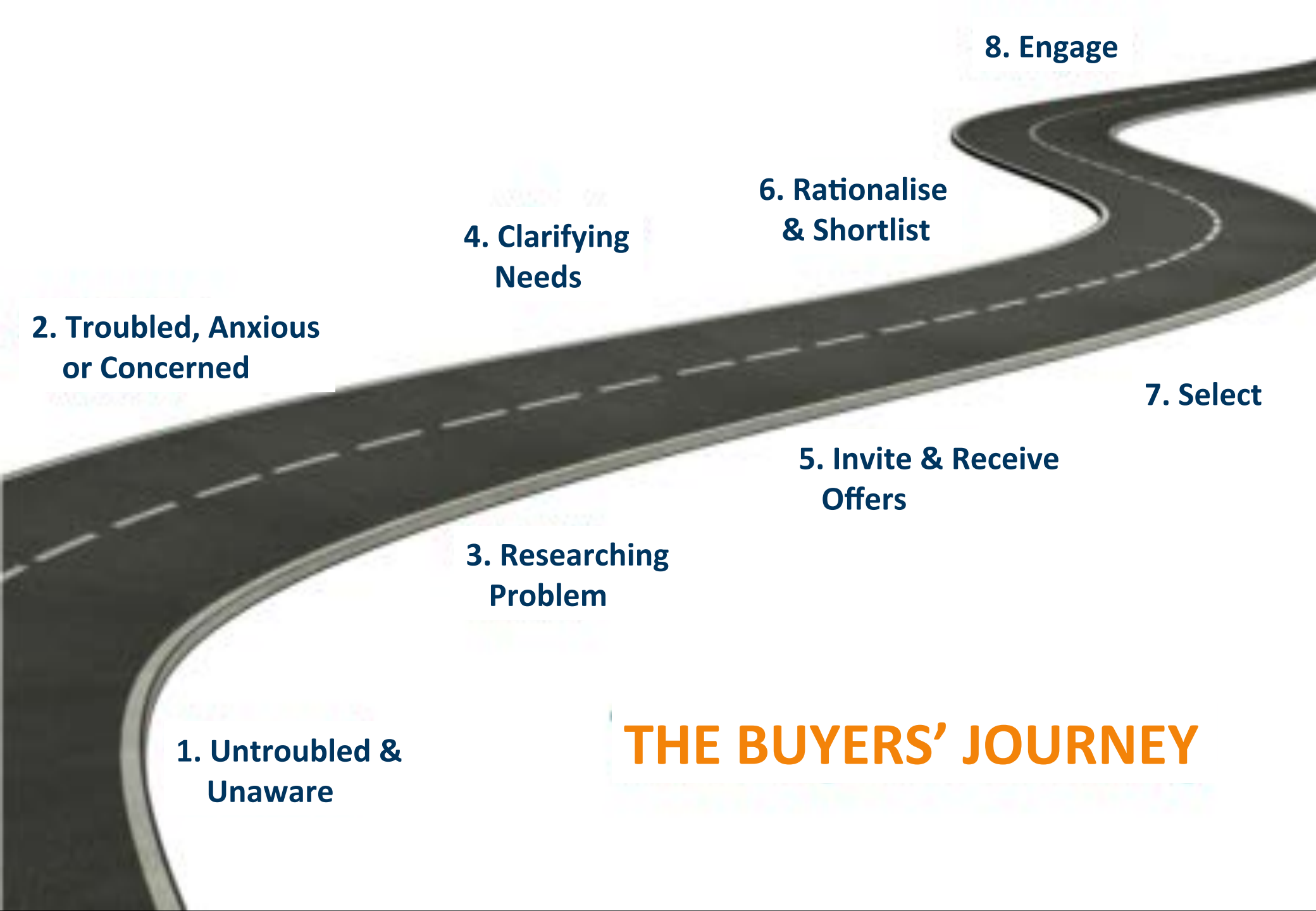
5. Automate

6. Measure

7. Improve



- What motivates them to buy?
- What is their buying journey?
- How do they research their purchases?
- Who do they trust and listen to?
- How do they behave?
- What personalities do they have?
- What job do they have?
- What kind of company do they work for?



8. Engage

**6. Rationalise
& Shortlist**

**4. Clarifying
Needs**

**2. Troubled, Anxious
or Concerned**

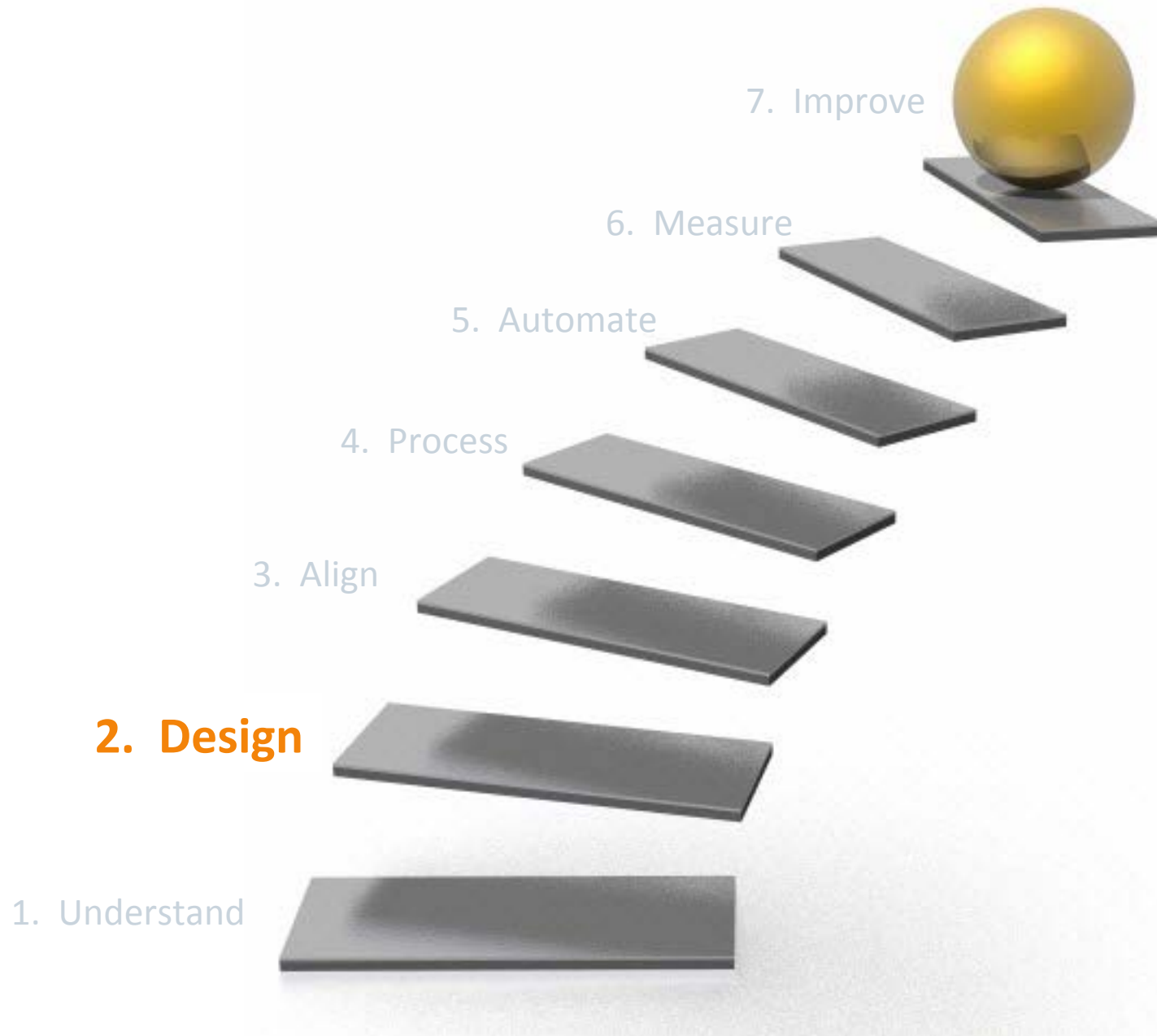
7. Select

**5. Invite & Receive
Offers**

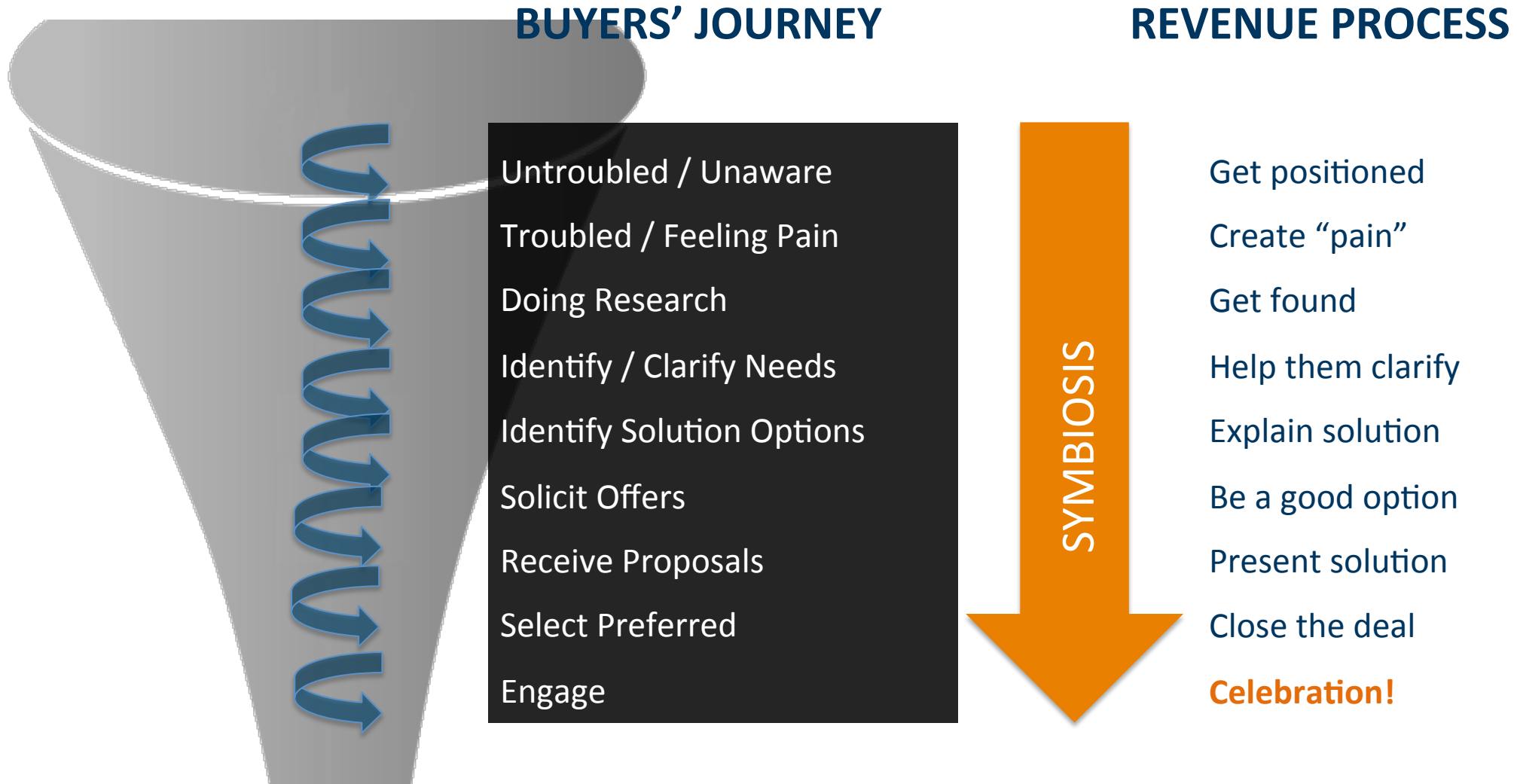
**3. Researching
Problem**

**1. Untroubled &
Unaware**

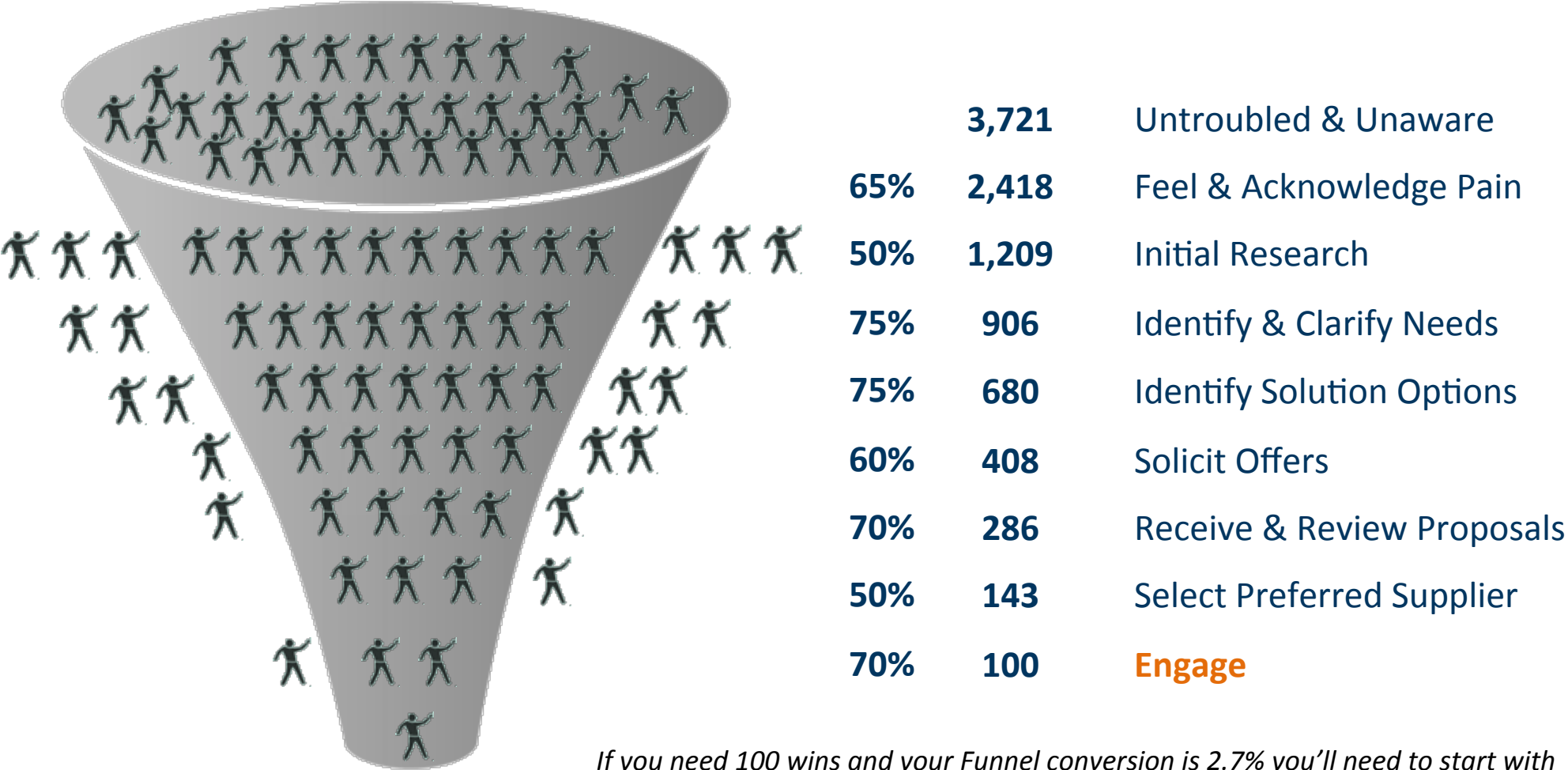
THE BUYERS' JOURNEY



Understand the **JOURNEY** your **BUYERS** are on and **DESIGN** the steps in your **REVENUE PROCESS** to complement their steps



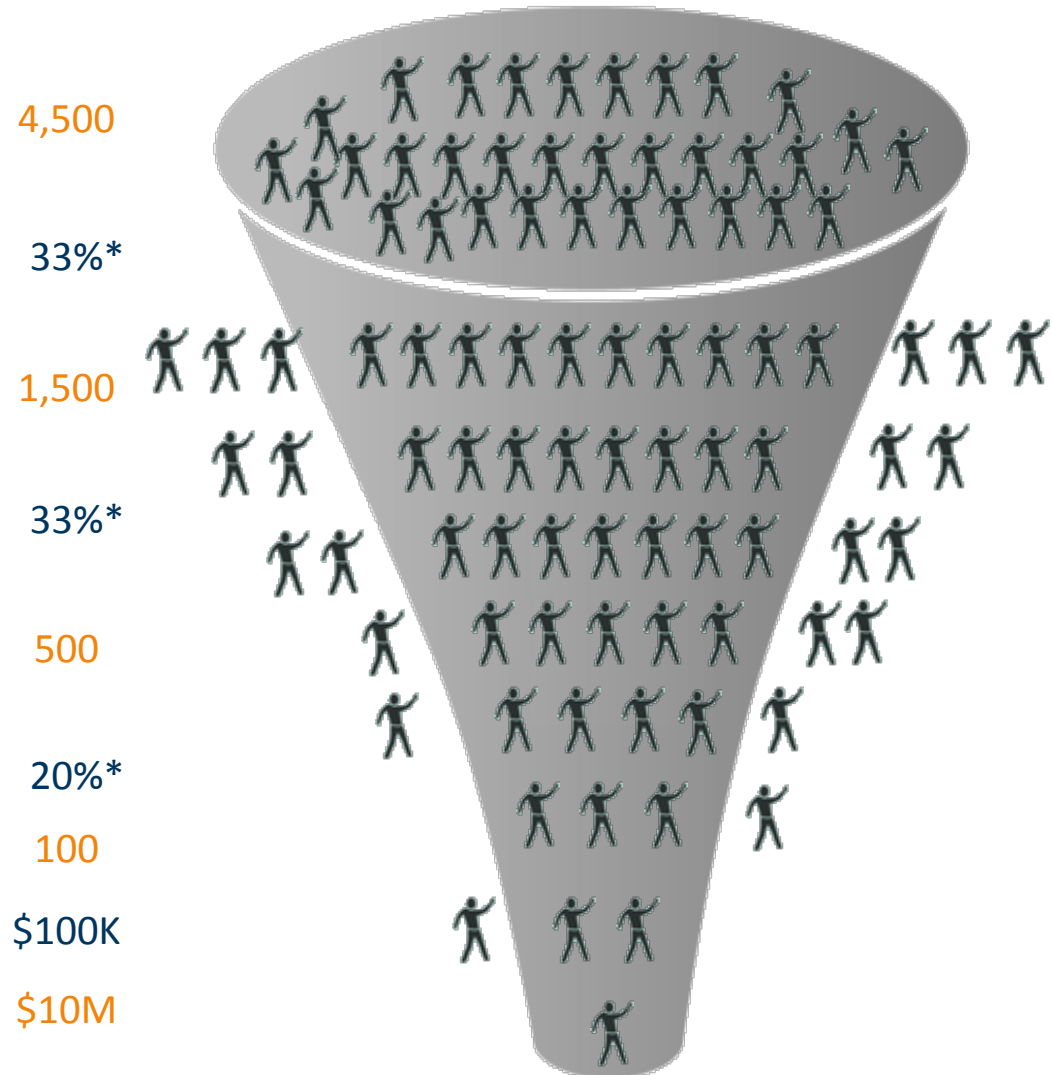
If you know them, develop the starting set of **CONVERSION METRICS** for your **REVENUE PROCESS** – your **FUNNEL**



If you need 100 wins and your Funnel conversion is 2.7% you'll need to start with 3,721 leads (ignoring time and recycling).

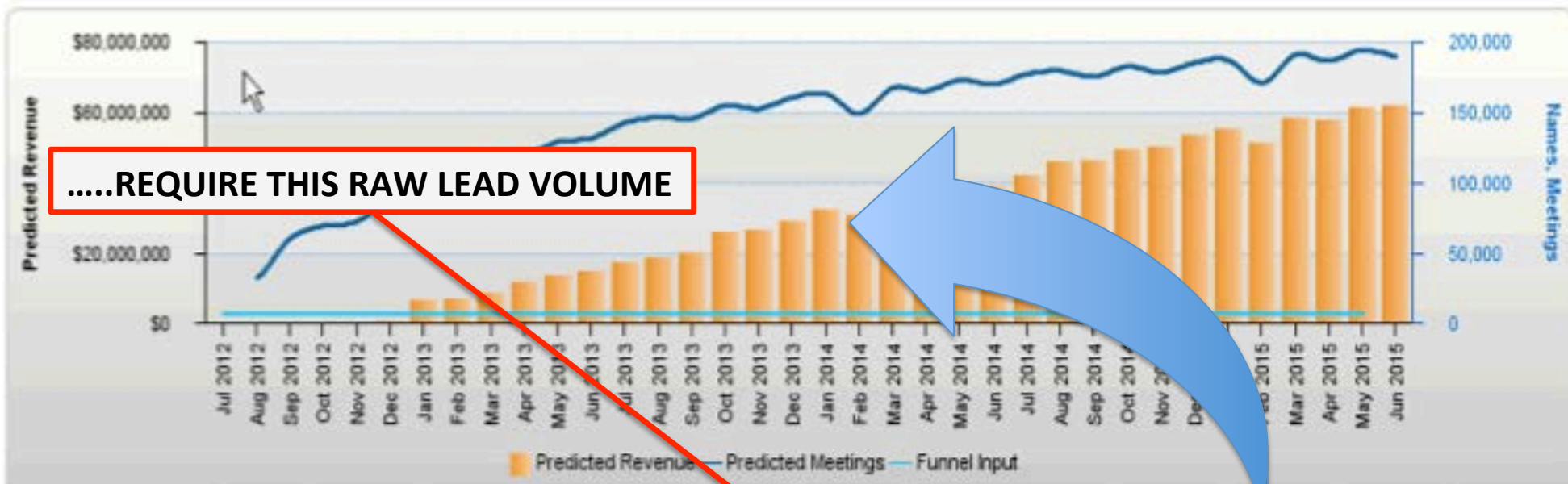
Or you can use our industry performance **BENCHMARKS** to **WORK BACKWARDS** and figure it out

1. How much revenue do you need?
2. What is your average sale value?
3. Therefore, how many wins do you need?
4. What's your offer/quote/proposal to close ratio?
5. Therefore, how many offers/quotes/proposals do sales need to generate?
6. What's your meeting/call/appointment to offer ratio?
7. Therefore, how many meetings/calls/appointments do sales need to do?
8. What's your lead to meeting/call/appointment ratio?
9. Therefore, how many leads does your marketing need to generate for sales?





Starting from your REVENUE TARGETS, use your conversion metrics to REVERSE ENGINEER your Funnel and calculate how many new RAW LEADS you need Starting their BUYERS' JOURNEY every month.



.....REQUIRE THIS RAW LEAD VOLUME

	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Names	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,193	7,963	7,706	7,963	7,706	93,761
Position in Category	16,826	19,973	20,765	22,522	23,933	27,127	28,327	26,253	29,662	29,366	30,908	30,289	305,962
Identify Problem		7,768	14,438	16,442	17,202	18,850	20,975	20,100	22,983	22,711	24,034	23,778	209,302
Qualify & Prioritise				5,955	8,911	10,029	10,727	10,374	12,686	12,686	13,854	13,698	99,206
Establish Credentials					4,531	6,524	7,089	6,792	7,089	7,089	9,417	9,401	60,493
Define Need						5,336	8,711	8,711	8,711	8,711	14,796	16,990	85,542
Propose Solution						3,045	3,045	3,045	3,045	8,978	10,682	12,142	51,839
						1,958	1,958	1,958	5,525	8,321	9,690	10,500	43,490
						1,958	3,768	3,727	5,277	6,414	8,566	9,989	39,699
Obtain Mgmt Approval						1,958	3,768	3,727	5,277	6,414	7,388	8,275	36,808
Obtain Mandate						1,175	2,261	2,236	3,166	3,849	4,433	4,797	21,917
Deliver						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Grow						261	2,085	2,185	2,689	3,595	4,244	4,522	19,582
Predicted Revenue						870,018	6,951,443	7,283,483	8,963,597	11,983,246	14,146,882	15,073,707	65,272,375
Predicted Meetings		32,859	61,073	69,552	72,765	89,046	102,490	98,485	117,195	119,403	129,491	132,142	1,024,501

THESE MONTHLY REVENUE TARGETS.....

But if you don't feed it with the right kind and quality of **RAW LEADS**,
Your machine will either **CLOG UP** or worse, produce a **PILE OF JUNK!**



Define your **IDEAL CUSTOMER PROFILE**



Value Potential



Likelihood of Conversion

Never forget that no matter how good you think your company or your product or service is, or how ideally suited to your prospective buyers, most will simply **NOT WANT TO TALK TO YOU.**

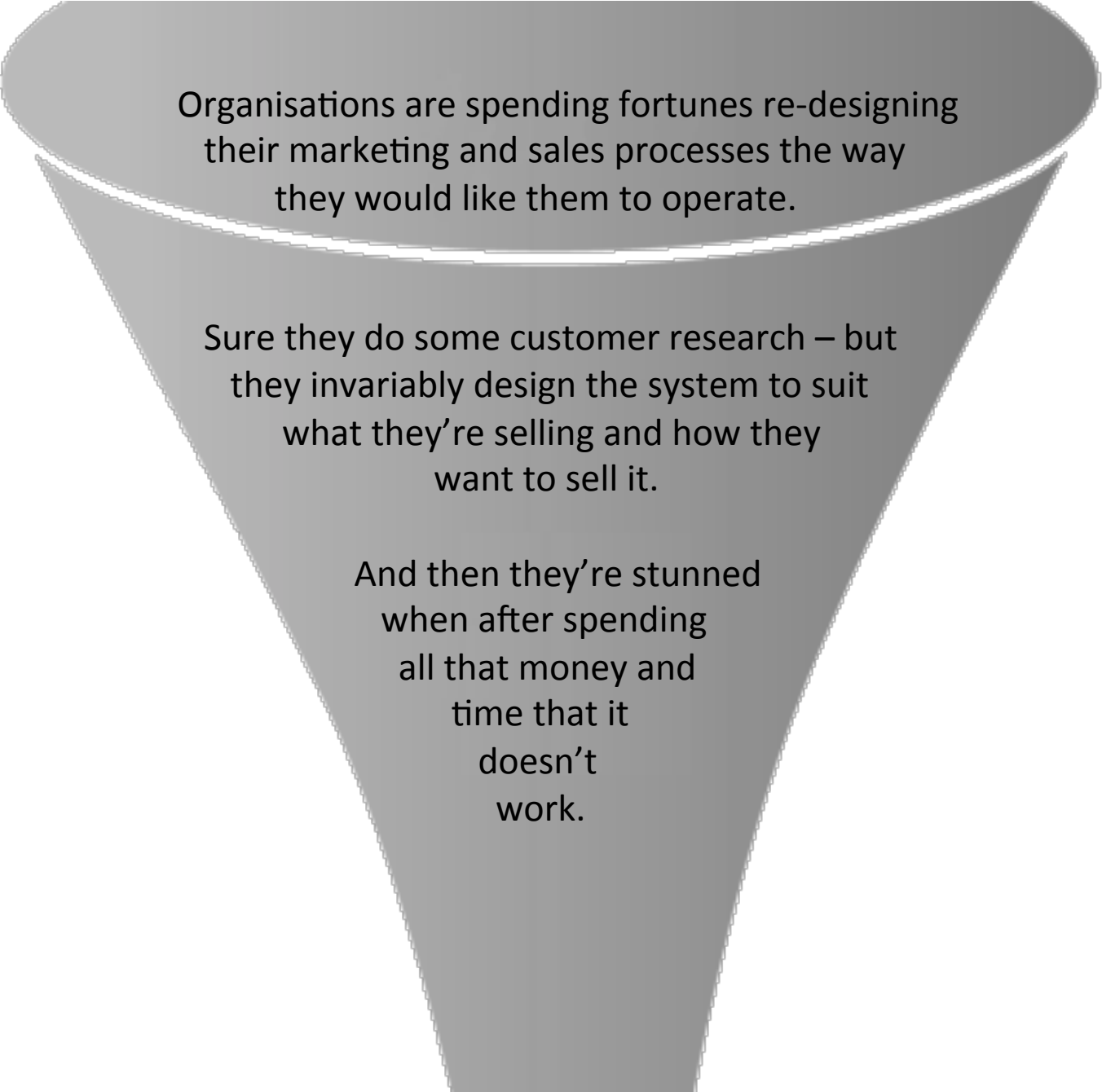
And they will do just about anything to avoid talking to you.

You are trying to **MAKE THEM DO SOMETHING THEY DO NOT WANT TO DO.**

I WANT YOU



to leave me alone



Organisations are spending fortunes re-designing their marketing and sales processes the way they would like them to operate.

Sure they do some customer research – but they invariably design the system to suit what they're selling and how they want to sell it.

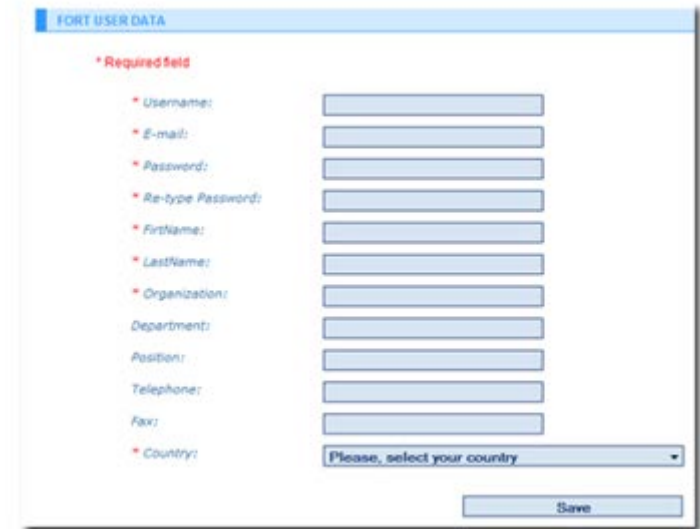
And then they're stunned when after spending all that money and time that it doesn't work.

Case Study 1: RPM Group 2007

PUT A REGISTRATION FORM ON
OUR WEBSITE BEFORE A FREE
WHITEPAPER DOWNLOAD

DOWNLOAD CONVERSION WENT
FROM 31% TO 4% OVERNIGHT

REMOVED THE FORM – CONVERSION
RETURNED TO + 30%



The image shows a screenshot of a web form titled "FORT USER DATA". The form contains several input fields, each preceded by a red asterisk indicating it is a required field. The fields are: Username, E-mail, Password, Re-type Password, FirstName, LastName, Organization, Department, Position, Telephone, Fax, and Country. The Country field is a dropdown menu with the text "Please, select your country". A "Save" button is located at the bottom right of the form.

Field Name	Field Type
* Username:	Text Input
* E-mail:	Text Input
* Password:	Text Input
* Re-type Password:	Text Input
* FirstName:	Text Input
* LastName:	Text Input
* Organization:	Text Input
Department:	Text Input
Position:	Text Input
Telephone:	Text Input
Fax:	Text Input
* Country:	Dropdown Menu

Get into your **CUSTOMER'S HEAD** and on their **JOURNEY**

How does that experience feel **FOR THEM?**

- Hate being sold to
- Don't know you or anything about you
- Find it offensive being asked for their details by a total stranger
- Hate Spam emails
- Worried you might call them
- Afraid you'll give their details to somebody else

THEY **DON'T TRUST YOU!**



But they still have a **PROBLEM** they want to solve.....

- Friends
- Colleagues
- Other trusted sources
- Free “stuff”
- Other people who have had the same problem



Rushing buyers to do what they don't want to do, or before they're ready to – just because you want them to, is a prime **KILLER** of Funnel Conversion.



LEAD and ENTICE with insight and value which BUILDS TRUST

- **THOUGHT LEADERSHIP** to provide insights
- **TESTIMONIALS** provide comfort from risk
- **CASE STUDIES** describe others who have been helped
- Free (or low cost) product trials
 - Free subscriptions
- Invitations to online communities
- **LOW PRESSURE** communications



In spite of your best marketing and sales efforts, only a **SMALL FRACTION** of your prospective buyers will progress through your Funnel and become customers.

Most – in fact the overwhelming majority, will **LEAK FROM THE PROCESS**.

To optimise the efficiency of your revenue machine, you need to **CAPTURE** and **RECYCLE** the leakage.



1. Understand

2. Design

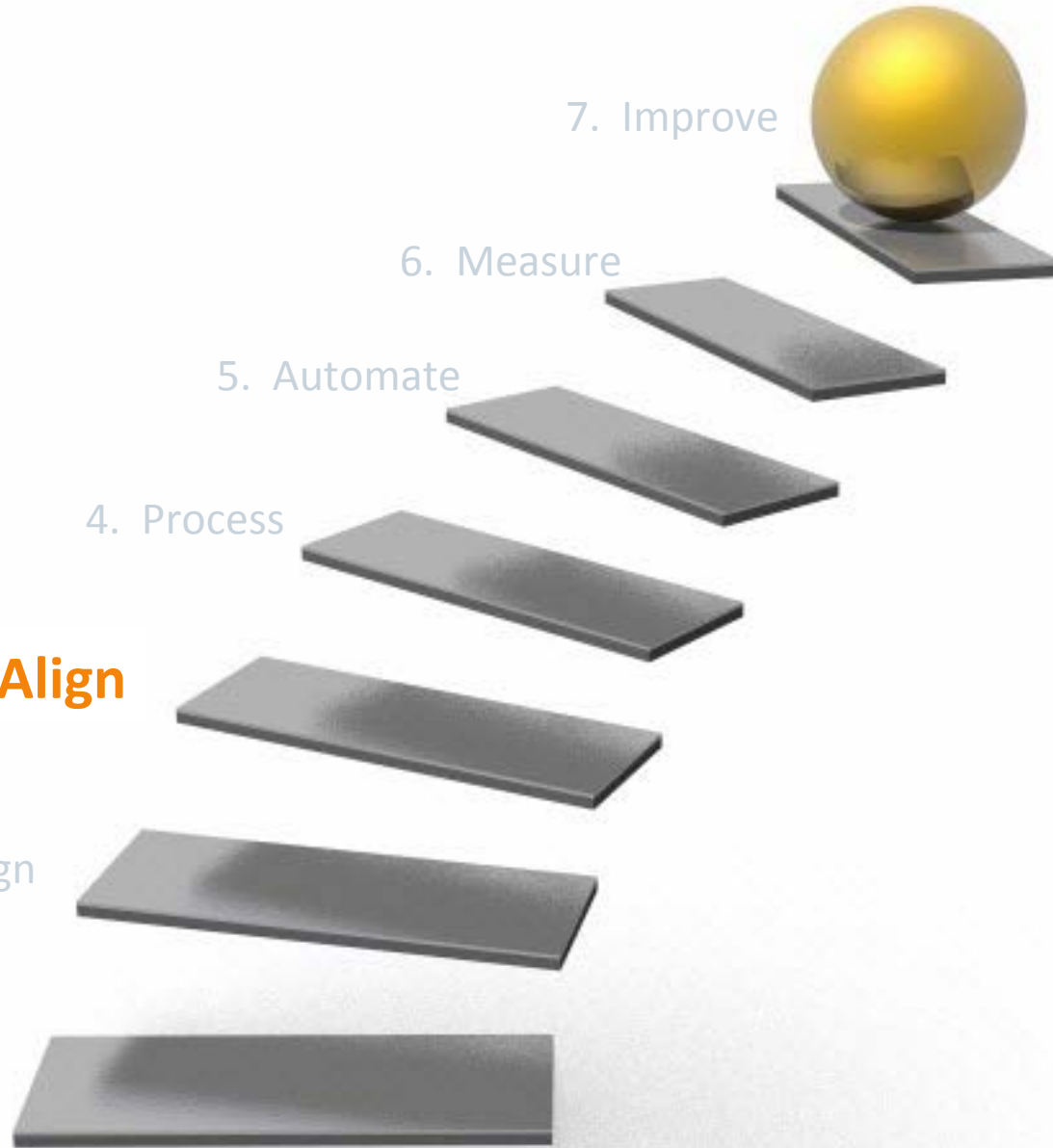
3. Align

4. Process

5. Automate

6. Measure

7. Improve



Marketing has only **ONE** objective:

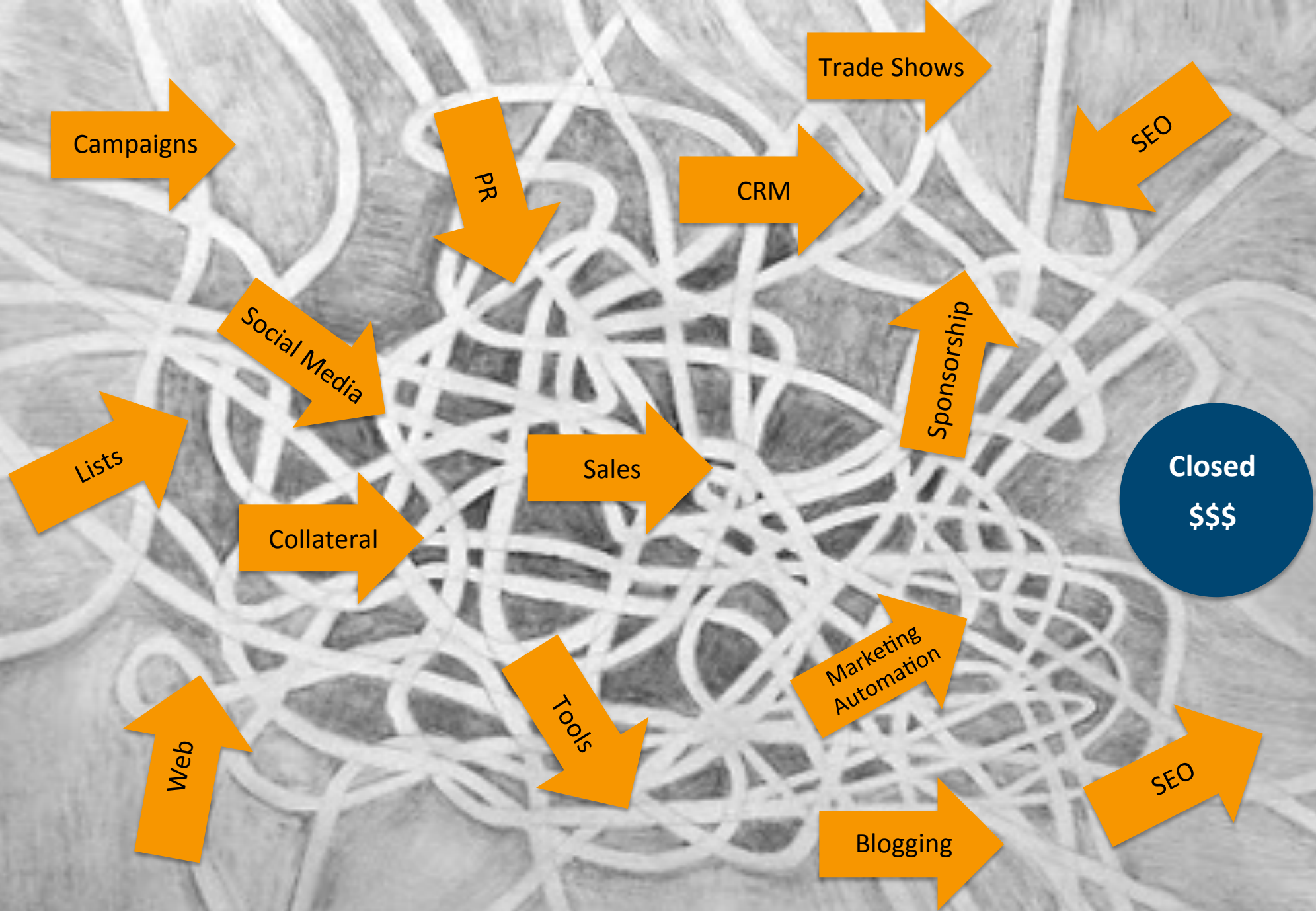
Generating **QUALIFIED LEADS** for Sales!

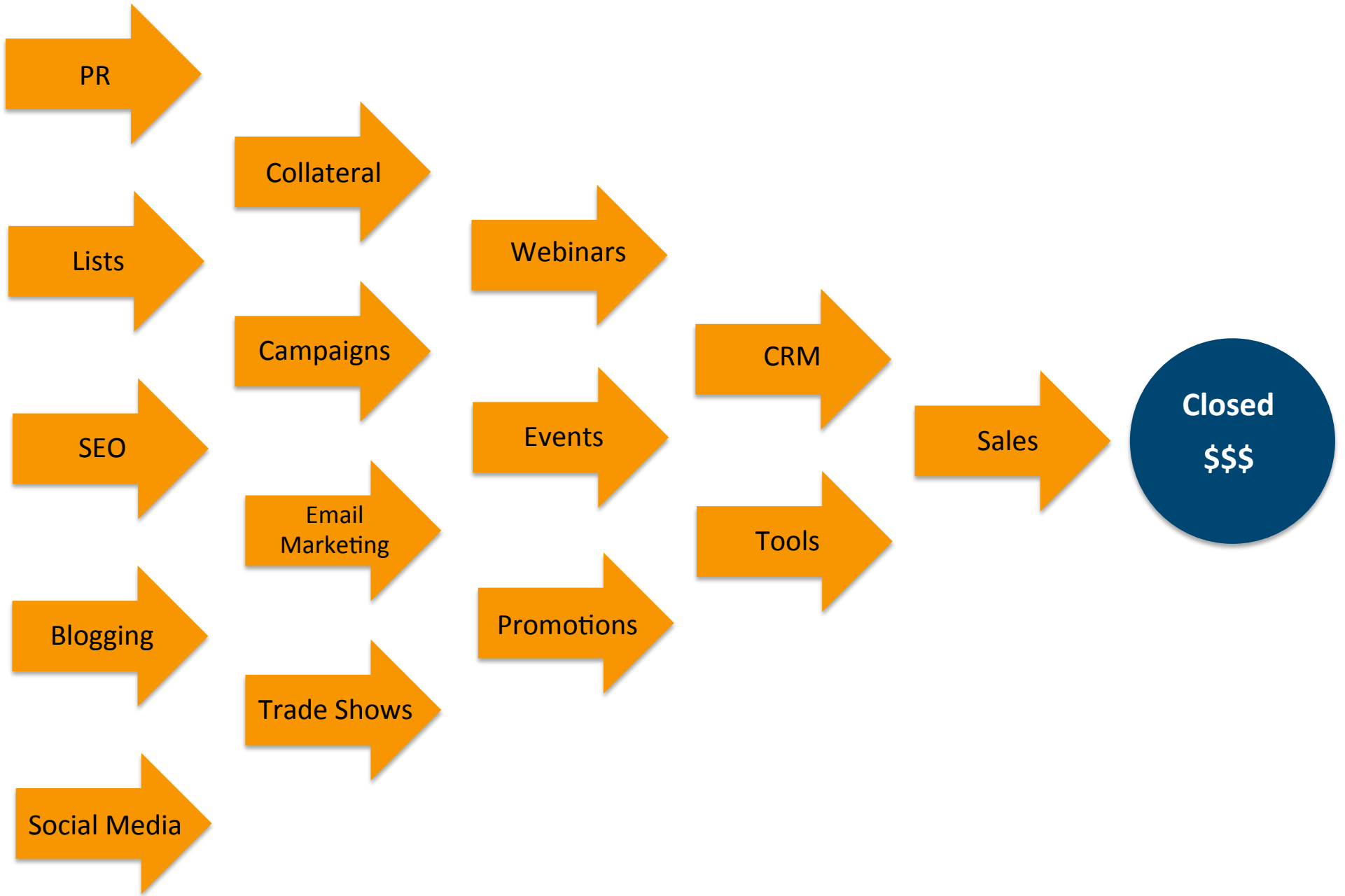




If it doesn't **GENERATE** a lead
or help sales **CLOSE** a deal....

...STOP DOING IT!







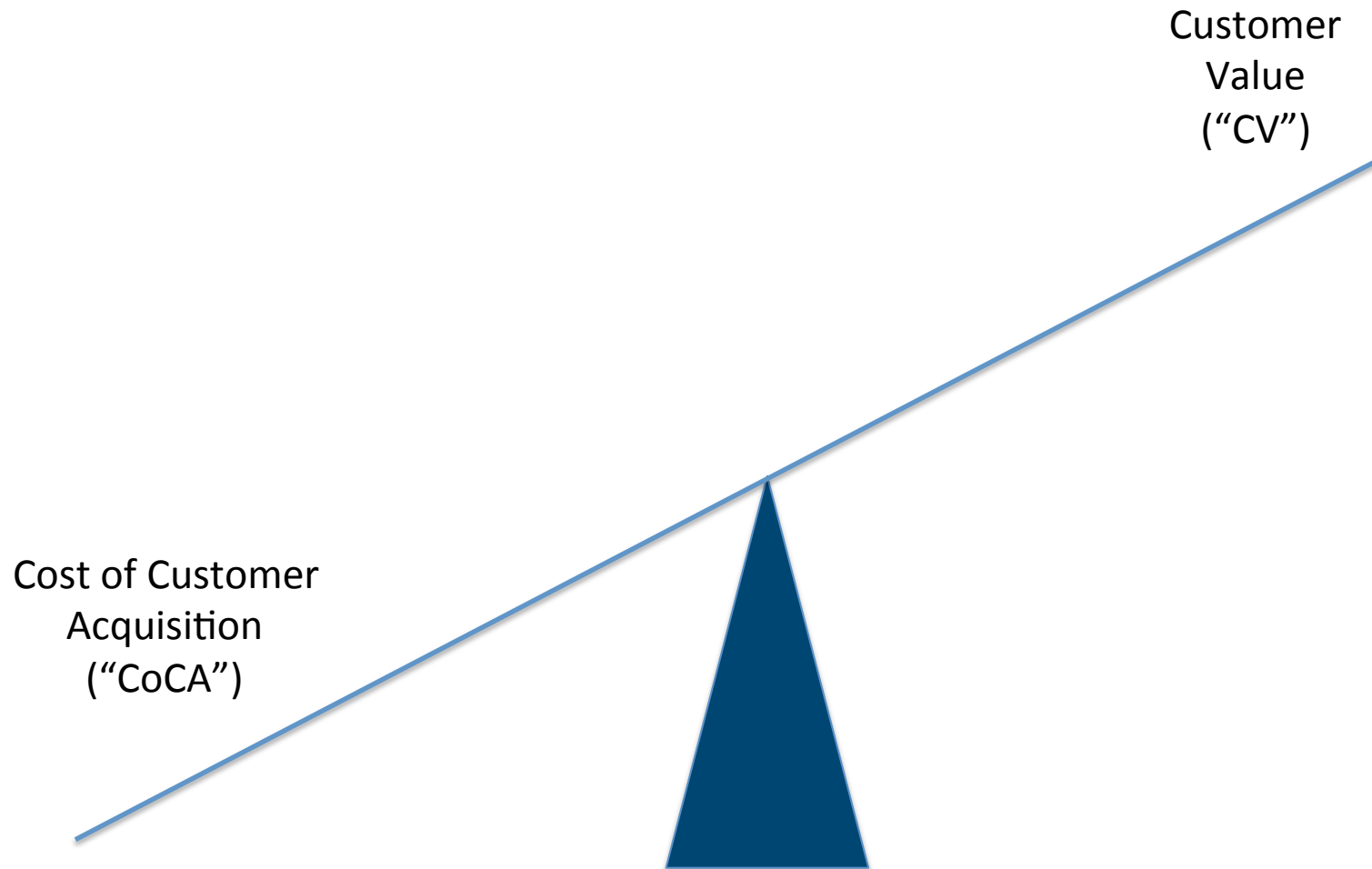
If the **COST PER LEAD** is too high

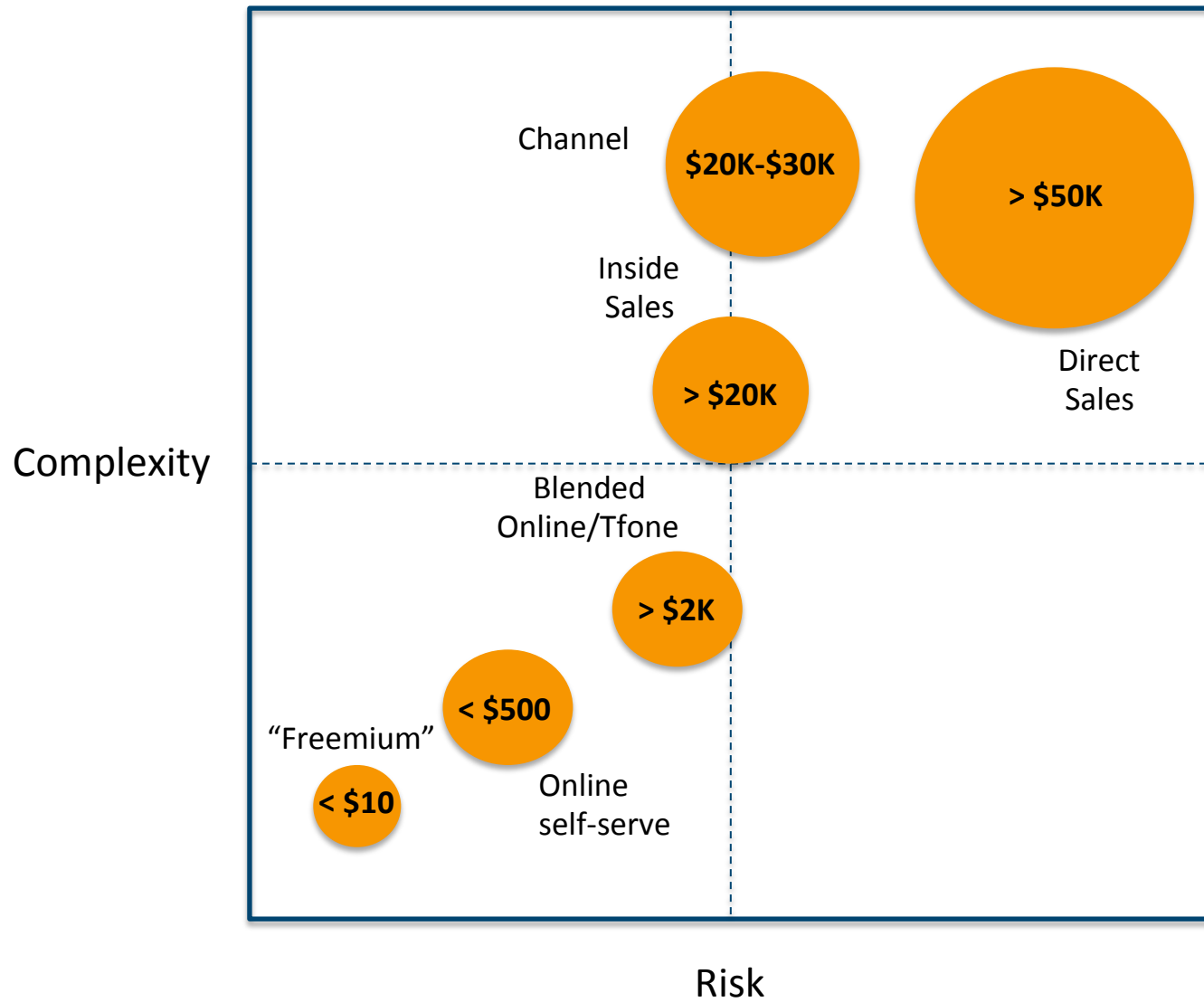
...STOP DOING IT!



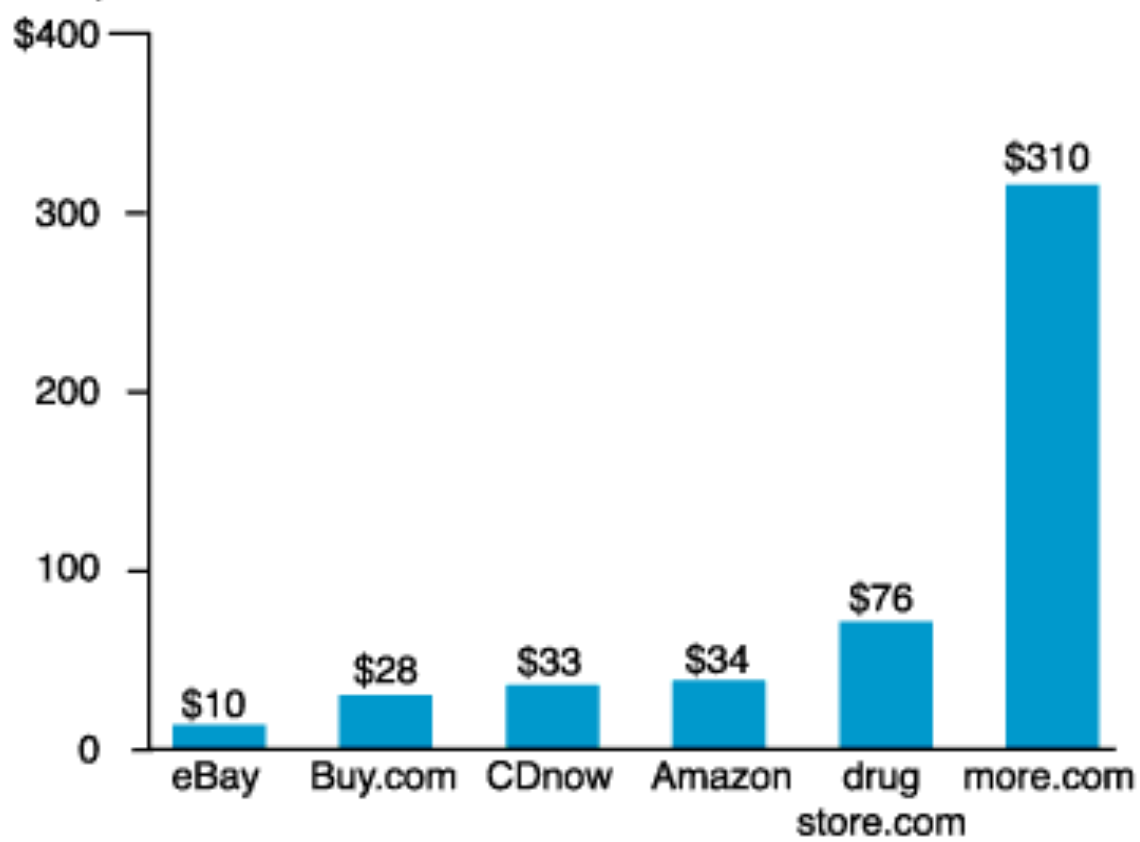


**TRADE
SHOWS**

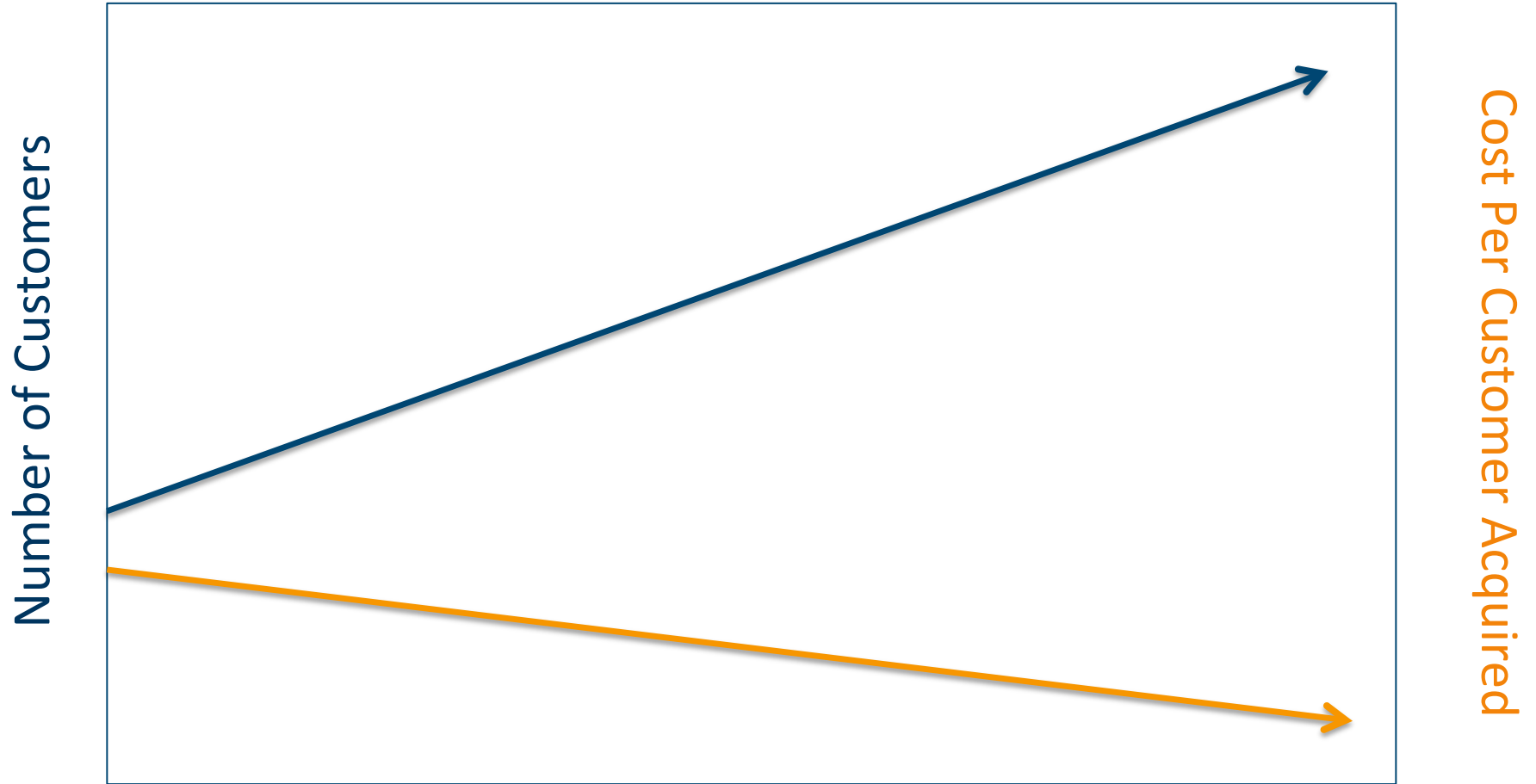




Acquisition cost per customer



Design your Marketing and Sales processes to acquire customers not just more **EFFECTIVELY** – but more **EFFICIENTLY**.



Just a 1% Year-On-Year improvement at can drive massively disproportionate increases in **PROFIT** and **VALUE**.

	Year 1		Year 2		Year 3
A. Lead to Appointment (Top of Funnel)	35%	1%	36%	1%	37%
B. Appointment to Offer (Mid-Funnel)	35%	1%	36%	1%	37%
C. Offer to Close (Botton of Funnel)	20%	1%	21%	1%	22%
D. End-to-End Conversion (AxBxC)	2.45%		2.72%		3.01%
E. Sales	\$20,000,000		\$22,217,143		\$24,586,122
F. Cost of Sales	\$13,200,000	0%	\$14,663,314	0%	\$16,226,841
G. Gross Margin (E-F)	\$6,800,000		\$7,553,829		\$8,359,282
Gross Margin %	34%		34%		34%
H. Overheads	\$5,800,000	0%	\$5,800,000	0%	\$5,800,000
J. EBITDA (G-H)	\$1,000,000		\$1,753,829		\$2,559,282
	5.0%		7.9%		10.4%
K. Value Multiple	4		4		4
L. Valuation (JxK)	\$4,000,000		\$7,015,314		\$10,237,127

CUMULATIVE INCREASE IN VALUATION

156%

Unfortunately, the same multiplier effect works just as well – in reverse.

	Year 1		Year 2		Year 3
A. Lead to Appointment (Top of Funnel)	35%	-1%	34%	-1%	33%
B. Appointment to Offer (Mid-Funnel)	35%	-1%	34%	-1%	33%
C. Offer to Close (Bottom of Funnel)	<u>20%</u>	-1%	<u>19%</u>	-1%	<u>18%</u>
D. End-to-End Conversion (AxBxC)	2.45%		2.20%		1.96%
E. Sales	<u>\$20,000,000</u>		<u>\$17,929,796</u>		\$16,001,633
F. Cost of Sales	<u>\$13,200,000</u>	0%	<u>\$11,833,665</u>	0%	<u>\$10,561,078</u>
G. Gross Margin (E-F)	\$6,800,000		\$6,096,131		\$5,440,555
Gross Margin %	34%		34%		34%
H. Overheads	<u>\$5,800,000</u>	0%	<u>\$5,800,000</u>	0%	<u>\$5,800,000</u>
J. EBITDA (G-H)	\$1,000,000		\$296,131		-\$359,445
	5.0%		1.7%		-2.2%
K. Value Multiple	<u>4</u>		<u>4</u>		<u>4</u>
L. Valuation (JxK)	<u>\$4,000,000</u>		<u>\$1,184,522</u>		<u>-\$1,437,780</u>

CUMULATIVE DECREASE IN VALUATION

-136%

1. Understand

2. Design

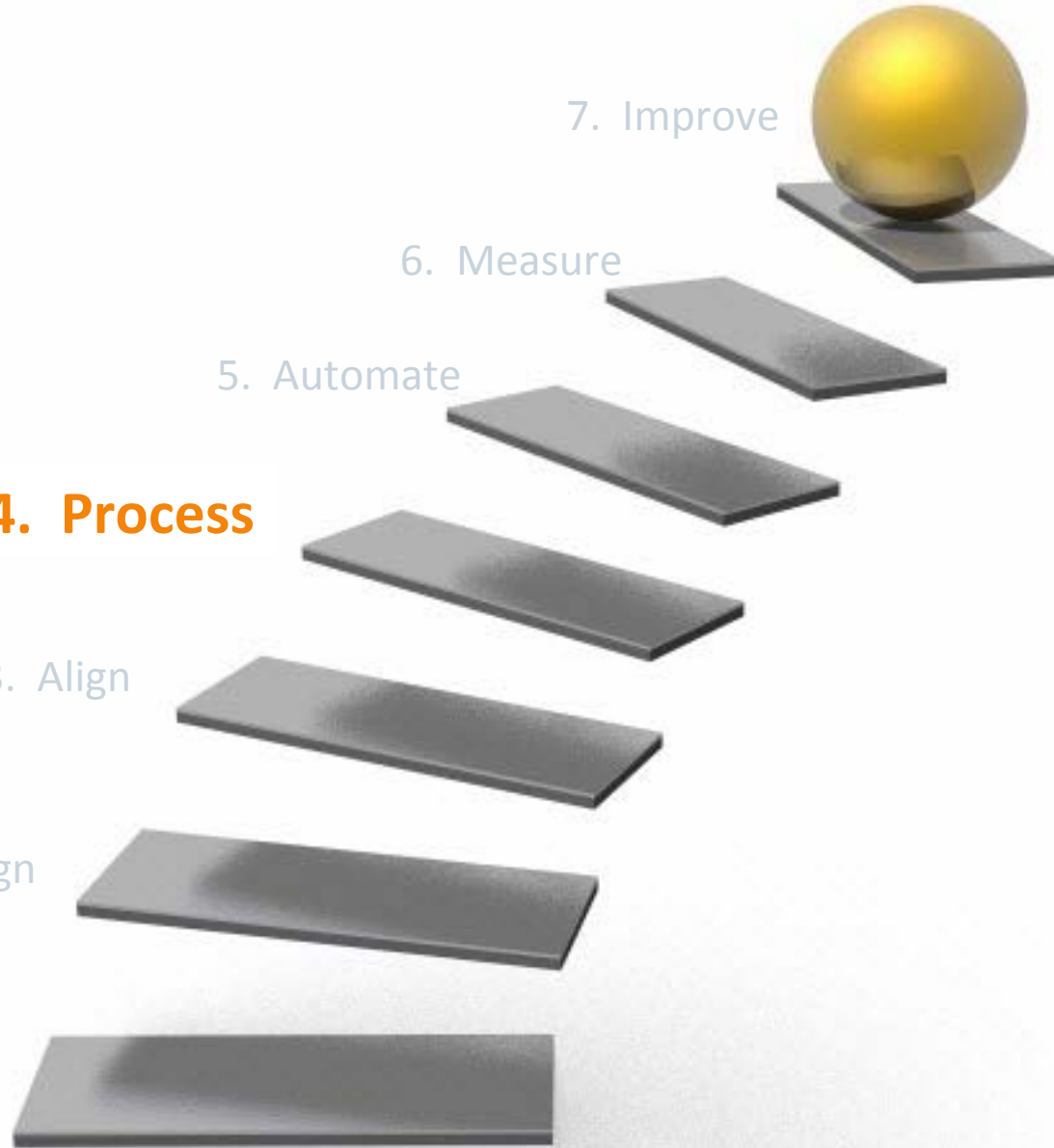
3. Align

4. Process

5. Automate

6. Measure

7. Improve



Carefully design the **PROCESS** so each step logically flows to the next.

SEO



Email Campaign



Thought Leadership



Webinar



Event



Telemarketing



Sales Meeting



Proposal



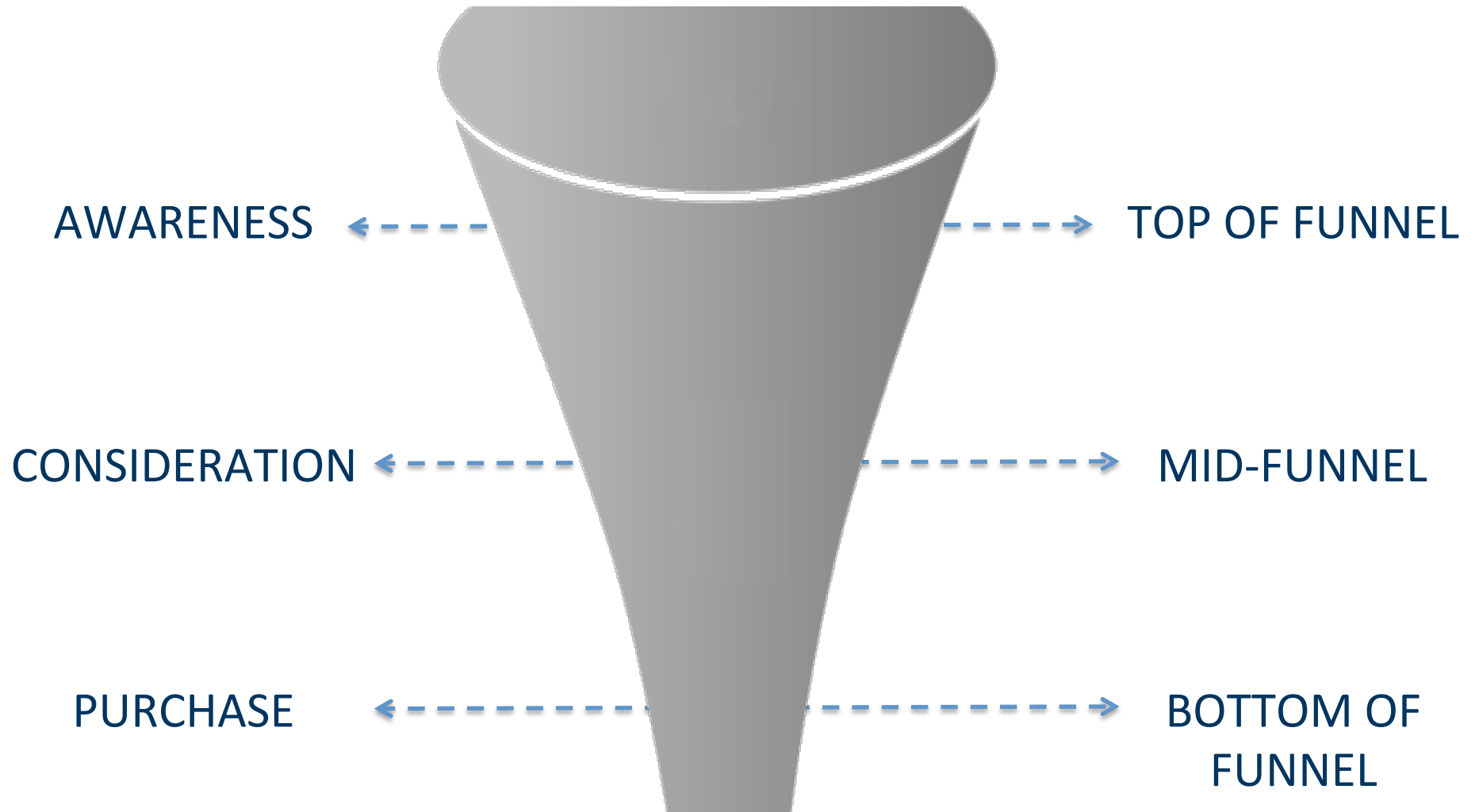
Close



Make revenue creation an

**ORGANISATIONAL
STRUCTURE**

ALIGN the stages of your **BUYERS' JOURNEYS** to the stages of your **REVENUE PROCESS**





8. Engage

**6. Rationalise
& Shortlist**

**4. Clarifying
Needs**

7. Select

**5. Invite & Receive
Offers**

**3. Researching
Problem**

**2. Troubled, Anxious
or Concerned**

**1. Untroubled &
Unaware**

**THE STEPS IN YOUR
BUYERS' JOURNEYS**



**1. Generate Awareness/
Get Positioned**

2. Trouble Them

3. Get Found

**4. Help Them
Define Need**

**6. Defeat the
Competition**

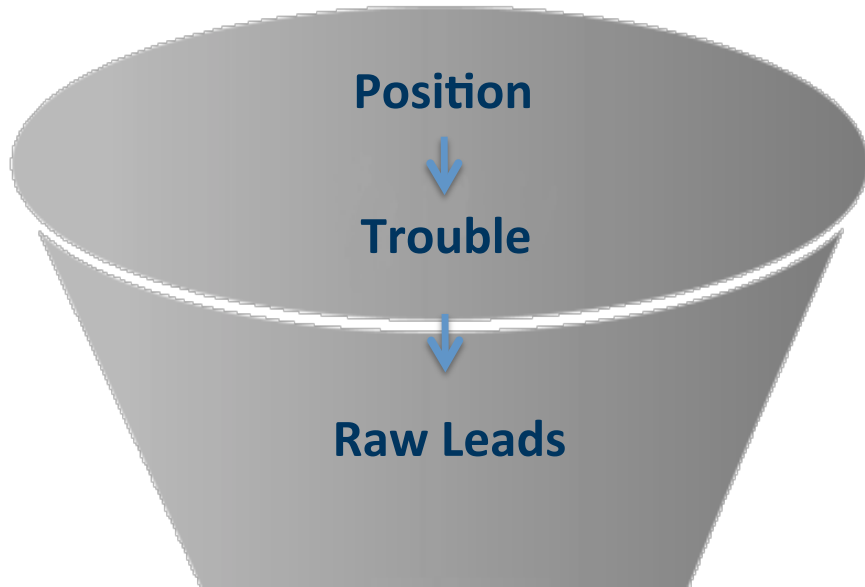
**5. Submit Proposal
or Offer**

7. Contract

8. Deliver

THE STEPS IN YOUR REVENUE PROCESS

What is the **TOP OF FUNNEL**?



1. Get Positioned / Generate Awareness

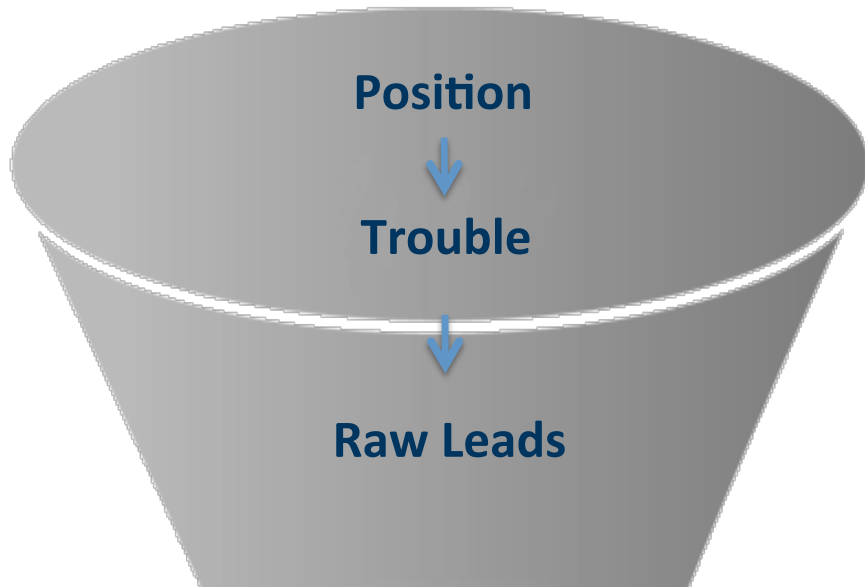
All buyers begin unaware. They may be unaware they have a problem you can help them solve, unaware that your product or service category exists or simply unaware of you. Or they could be unaware of all three.

2. Trouble Them

The first real step in the Buyers Journey happens when the buyer becomes anxious or troubled by something. It is essential that buyers be troubled because until they are troubled, they will rarely buy.

You can wait for them to get troubled by themselves, or actively promote the onset of their troubled state.

How does the **TOP OF FUNNEL** work?



1. **Get Positioned / Generate Awareness**

- PR
- Social Media
- Website
- Inbound & Outbound Marketing

2. **Trouble Them**

- Thought Leadership
- Website
- Troubling Content
- Inbound & Outbound Marketing

Your objective in the Top of Funnel is to generate **RAW LEADS**.

They're little more than NAMES at this point, but their Buying Journeys have begun.

What is the MID-FUNNEL?



3. Nurture

Because they are so early in their journeys, raw leads need to be nurtured. They're exploring the degrees and dimensions of the problem they are now aware they have. They're researching it, discussing it with their peers – perhaps even looking at who might be able to help them.

But they are not anywhere near ready to buy, and so we nurture them.

4. Qualify

If we nurture properly, we will build our understanding of where they are, what they're thinking – and how badly they're being affected by the problem they have.

If they're hurting badly enough we'll qualify them as MQL's – Marketing Qualified Leads. If they're not, we'll keep nurturing them until they are.

How does the **MID-FUNNEL** work?



3. Nurture (& Segment)

- Marketing Automation
- Inbound & Outbound Marketing
- Directed Content
- Thought Leadership

4. Qualify


- Marketing Automation
- Lead Tracking
- Lead Scoring

Your objective in the Mid-Funnel is to **NURTURE** the **RAW LEADS** until they become **MARKETING QUALIFIED LEADS**.

This can take some time, so be prepared to be patient. You risk defeating the purpose by pulling leads out of the oven until they're properly cooked!

WHAT IS A **LEAD**?





When are you going to produce some decent leads?

When are you going to start following up on the leads we give you?

SALES

MARKETING



I just called the last 3 leads you gave me. They were a complete waste of time. Why would I bother calling any more?

Marketing and Sales

AGREE

on the

CRITERIA

by which an

SQL

becomes an

SQL.



Sales accepts SQL's and further qualifies **OPPORTUNITIES**



Most reps **CAN'T PROSPECT**. Unfortunately - neither can **MARKETING!**

- The rep skill set to pursue and close opportunities is different to prospecting – good at one invariably means not good at the other
- But reps still waste as much as 30% of their available 2000 selling hours per year prospecting for leads (RPM Group Revenue Performance Index 2011)
- 74% of CEO's think Marketing has missed the bus – too focused on “brand” (Fournaise Marketing Group Study 2012)
- Over 80% of sales managers need more leads (RPM Group Revenue Performance Index 2012)

So most companies are chronically **SHORT OF LEADS.**

Marketing Responses?

- Advertising? 50% of spend wasted – Google = consideration
- Social? Not consistent or reliable – very hard to run well
- Email marketing? Un-read newsletters, opt-outs driven by low value content, fizzle out eventually
- 80% of collateral unusable by sales reps (SEC Challenger Sale 2011)
- Rep & prospect time wasted by meeting too early in the sales cycle because of poor / non-existent qualification by Marketing
- Prospects do go on and buy – but from someone else (poor lead nurturing by Marketing)

Sales tries to **FILL THE VOID.**

Sales Responses?

- Hire more reps? Expensive, long lag time to productivity, 48% never make target
- More sales training? 80% of skills forgotten within 30-45 days (Sales Executive Council 2012)
- Spend even more on CRM? According to Aberdeen Research 80% of installs fail due to poor change management and lack of attention to process)

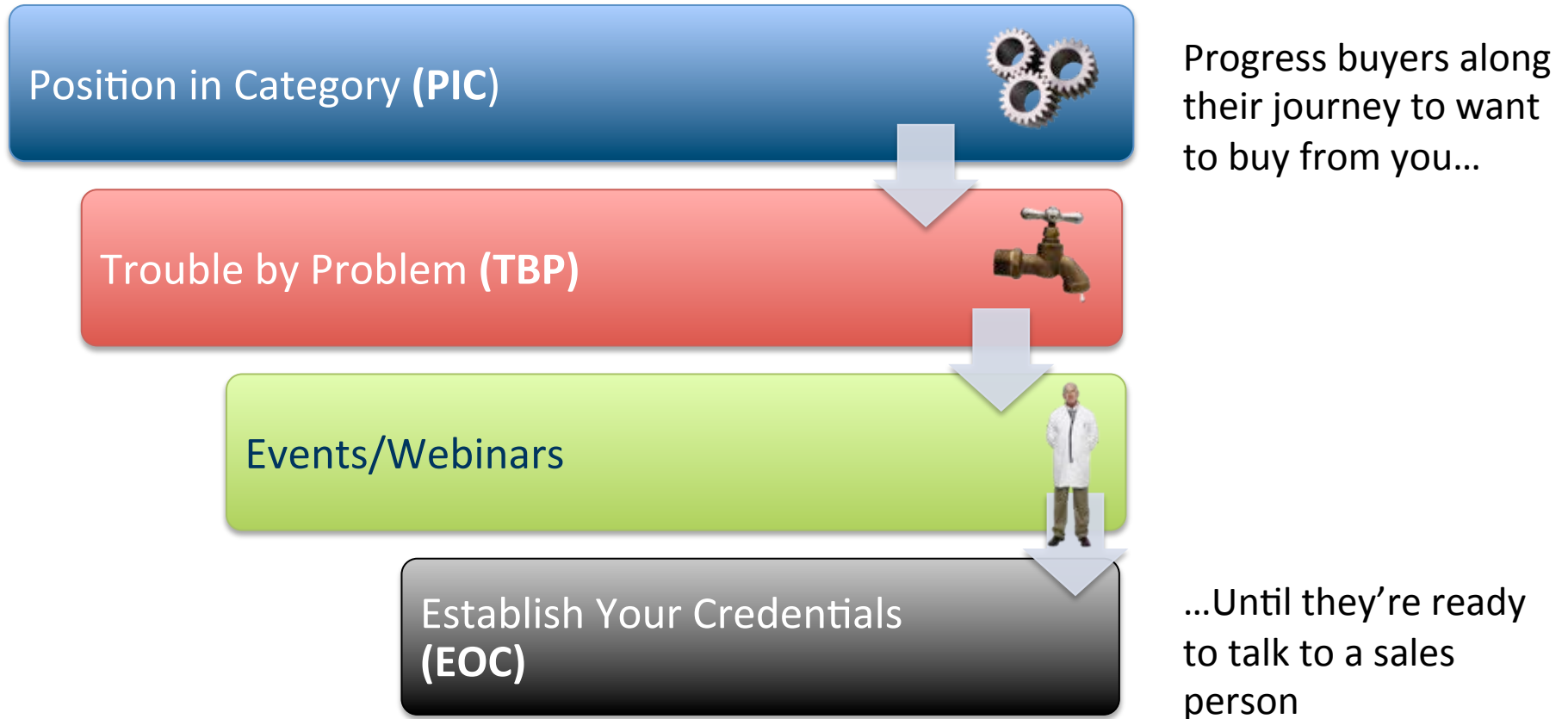
What to do?

The answer.....is **LEAD NURTURING.**

An RPMG *Lead Nurturing Program*

- Pre-qualified leads delivered to reps
- Buyers who now feel they have the pain you solve
- Think you are a credible source of help solving that pain
- Are ready and wanting to talk to a rep
- All for less than half the cost of two of your unproductive sales or marketing people!

Align the major steps with the **BUYERS' JOURNEY**.



Carefully consider the FULL PROGRAM FLOW

Lets look at just
1 x step

TOF Program - TRACK 1: Position in Category (PIC) Goal = 1 Download



TRACK 2: Trouble by Problem (TBP) Goal = 2 Downloads



Event Program - TRACK 1: Workshop/Webinar (Event) Goal = 1 Attendance

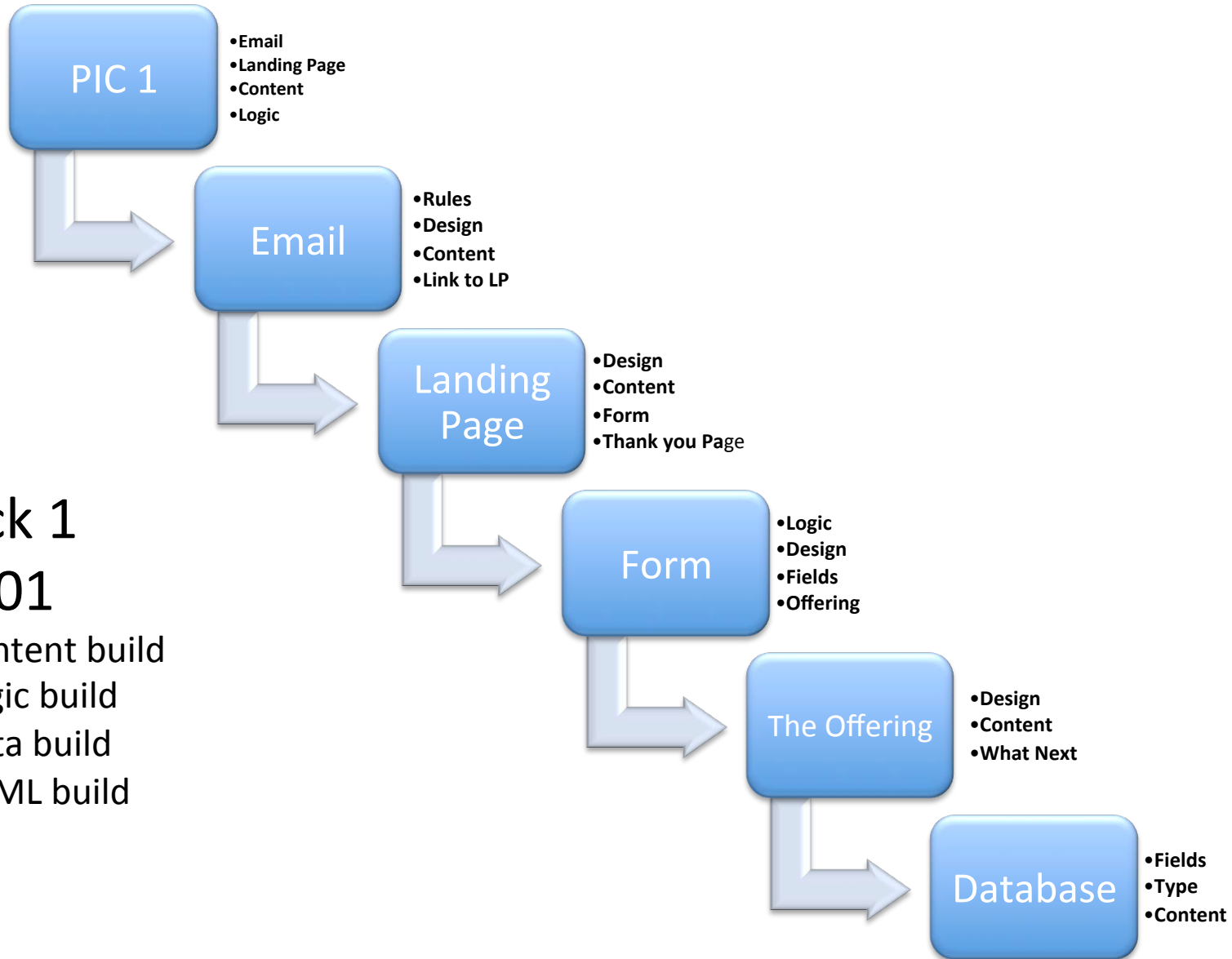


TRACK 2: Establish Our Credentials (EOC) Goal = 1 Download



HANDOVER: as Marketing Qualified Lead (MQL)





Track 1

PIC 01

- Content build
- Logic build
- Data build
- HTML build

TOF Program - TRACK 1: Position in Category (PIC)
Goal = 1 Download



TRACK 2: Trouble by Problem (TBP)
Goal = 2 Downloads



Event Program - TRACK 1: Workshop/Webinar (Event)
Goal = 1 Attendance



TRACK 2: Establish Our Credentials (EOC)
Goal = 1 Download



HANDOVER: as Marketing Qualified Lead (MQL)



TOTAL PROGRAM ELEMENTS:
All this adds up to...

A **Basic Program** Contains these Elements:



117 Decisions Points

110 Database entries

60 Survey Questions

60 Steps

47 emails

32 Tracks

20 landing pages

10 Forms

10 whitepapers

4 funnels

1 Database

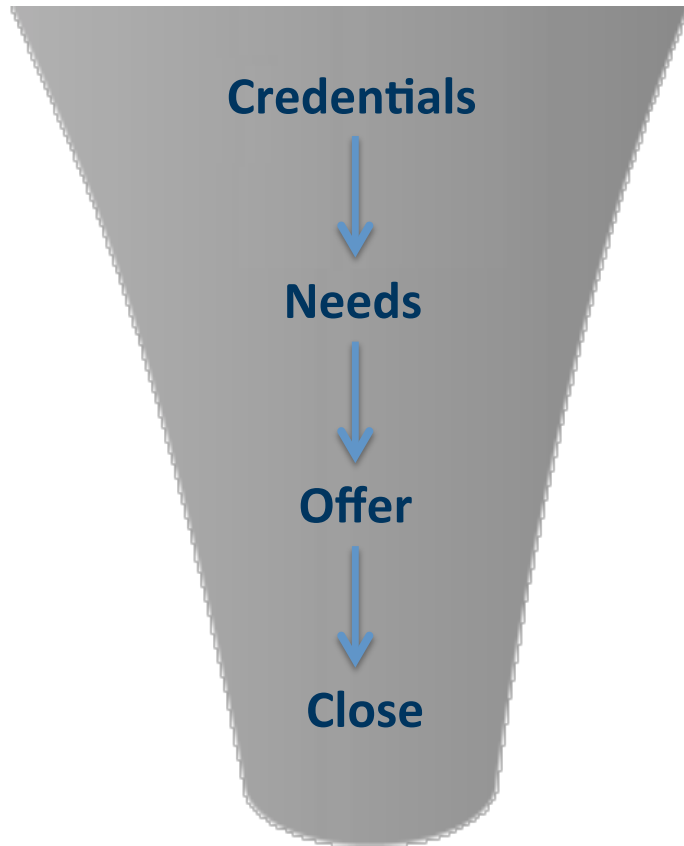
Marketing Automation software will help with this.

But in addition to the software you will also need....

LEAD NURTURING requires these elements



What is the **BOTTOM OF FUNNEL?**



5. Establish Credentials

Before they will trust us to help them further, buyers must understand and believe our credentials for solving their problems.

6. Understand & Define Needs

They know they've got a problem. And they now believe we can help them solve it. Now our buyers need to clearly understand and define what they need to do in order to start solving their problems.

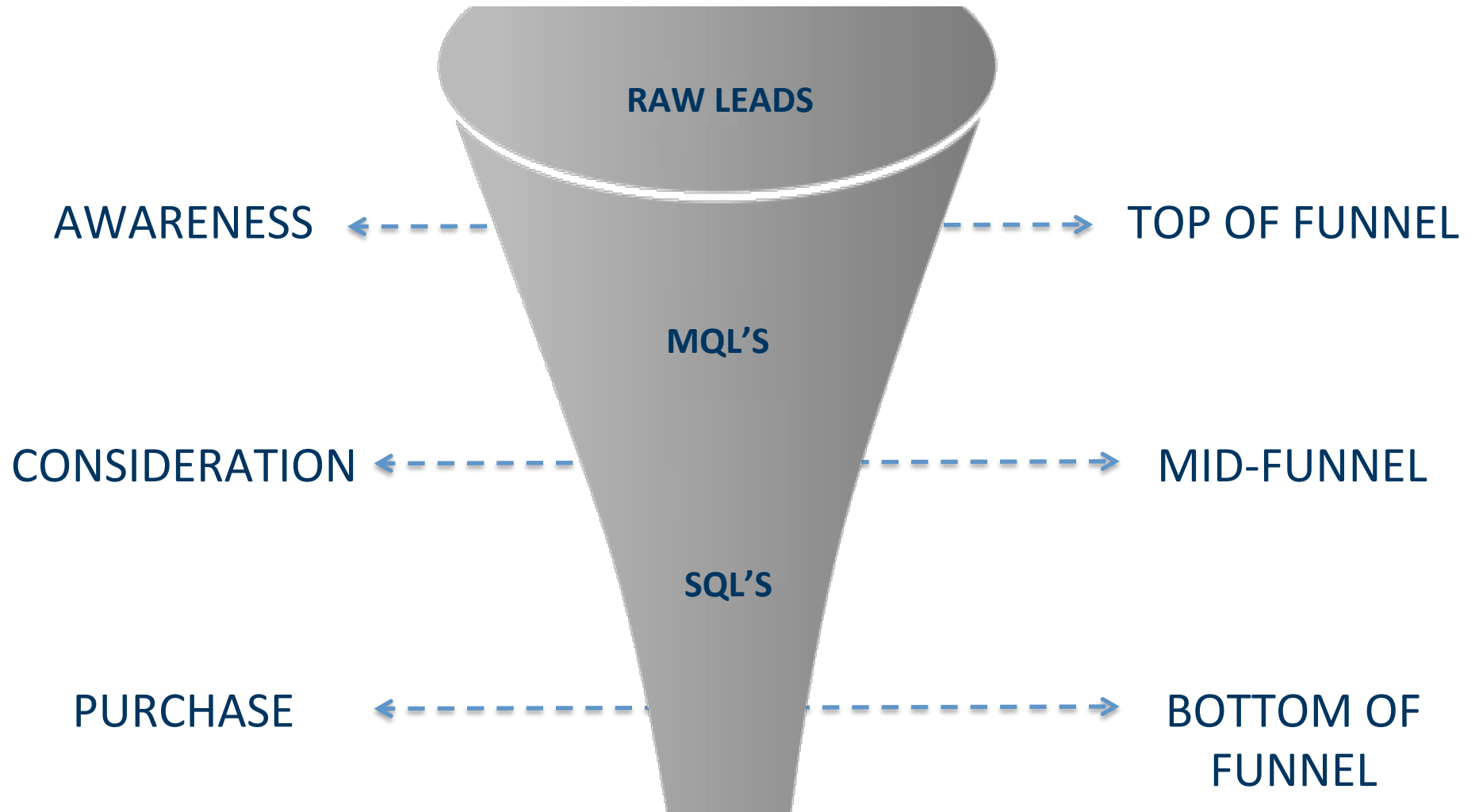
7. Accept Offers / Proposals

Armed with clear definition of their needs, buyers seek offers from providers who can address those needs. If you've managed the process well, one of those providers will be you. If you've done it really well, perhaps only you.

8. Close

Self explanatory!

Summary of the **REVENUE PROCESS**



1. Understand

2. Design

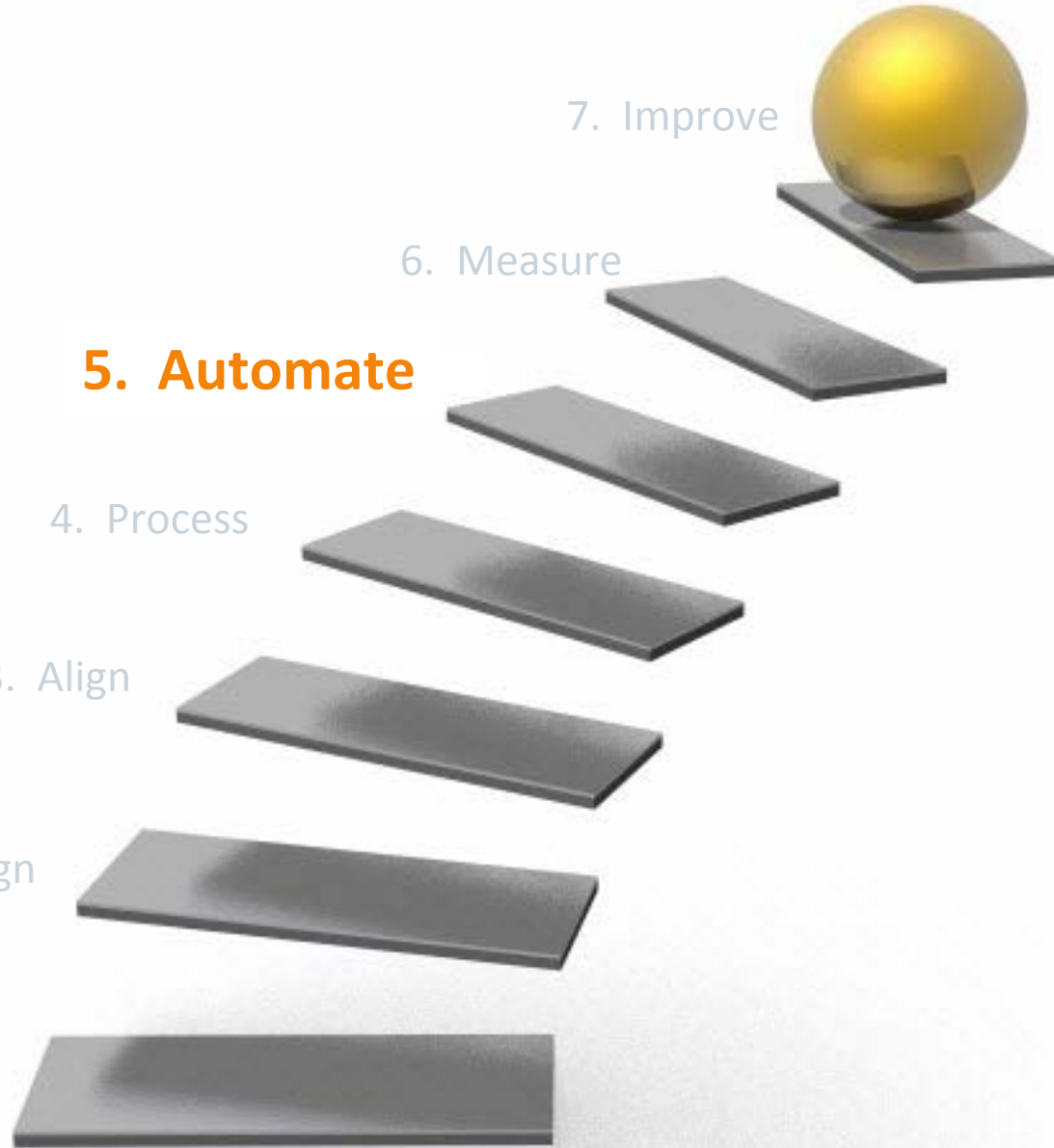
3. Align

4. Process

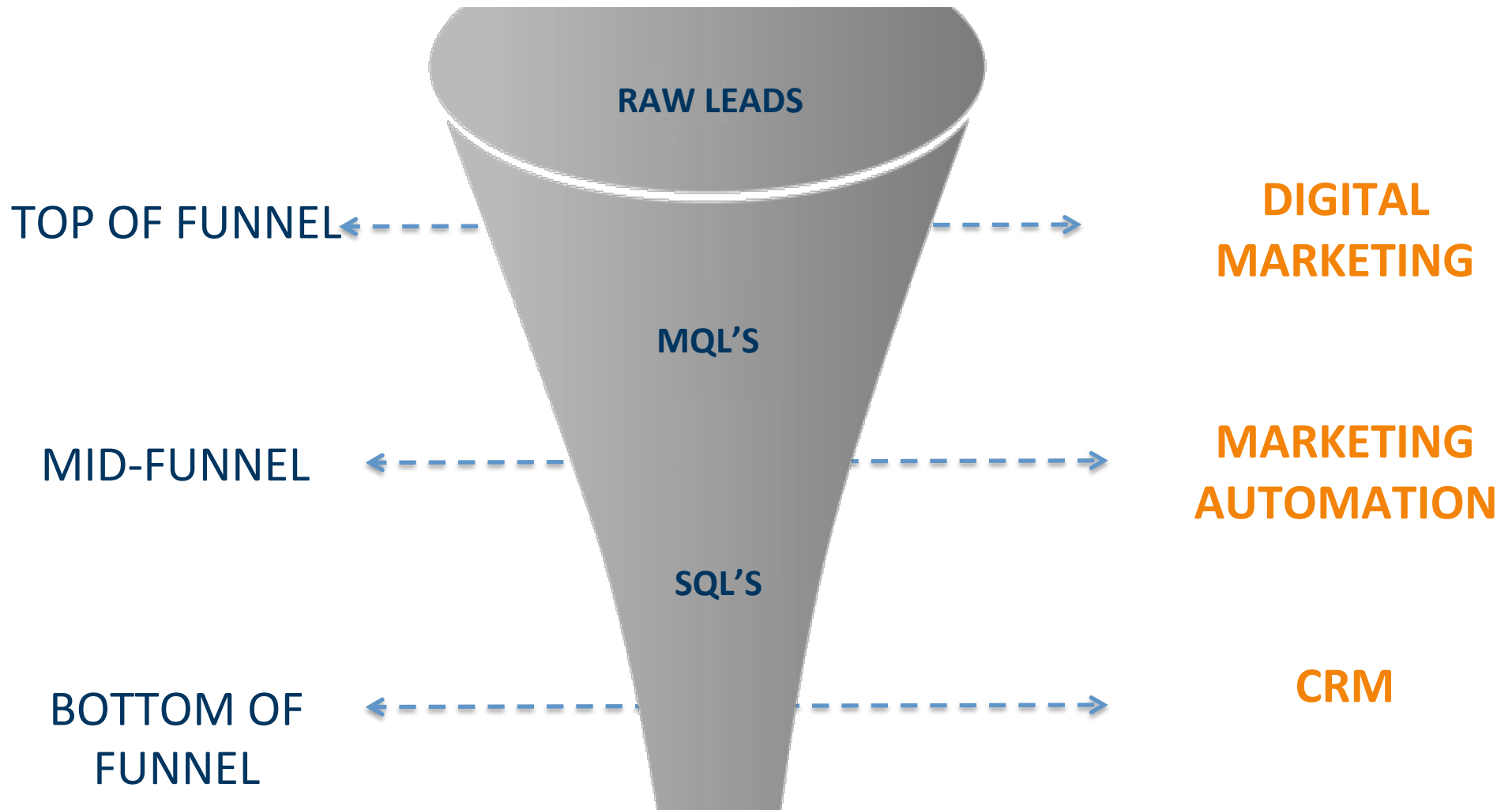
5. Automate

6. Measure

7. Improve



Technology Enables **AUTOMATION** of the Process



StrategyMix

[KEY DATA](#)
[CAMPAIGNS](#)
[MARKETING](#)
[LEADS](#)
[SALES](#)
[DASHBOARD](#)
[CONTACTS](#)
[HELP](#)
[SETUP](#)
[CUSTOM](#)
[LOG OUT](#)

[LEADS](#)
[MQLS](#)
[LEAD SCORES](#)
[ASSIGN](#)
[CONVERT](#)
[RESELLER LEADS](#)
[PIPELINE REPORTS](#)

View Lead Scores

Lead Status:

Last Update Range From: **To:**

% Score Range From: **To:**

88 records

Card	Name	Position	Company	Lead Score	BDM	Last Contact	Lead Stat
	Rochelle Holstein	Retail Credit Support Manager	National Australia Bank Ltd	76%	marketing		Not Qualified
	Alex Ma	Statistics	Department of Immigration	68%	marketing		Not Qualified
	Ekta Nankani	student	uws	68%	marketing		Not Qualified
	David Gee	Director of Business Strategy	Telstra Wholesale	67%	marketing		Not Qualified
	Michael Thompson	Consultant	Department of Education Employment and Workplace Relations	66%	marketing		Not Qualified
	Darren Johnson	Development Manager	HBOS Australia	66%	marketing		Not Qualified
	Leo Zhu	Senior Analyst Mortgages	HSBC Bank Australia Ltd	66%	marketing		Not Qualified
	Lucas Perrett	Business Analyst	Telstra Corporation Ltd	66%	marketing		Not Qualified
	Steven Starr	Manager, Strategy, Planning and Performance	CorpTech	65%	marketing		Not Qualified
	Craig Smith	Business Improvement Manager	Hills Industries	65%	marketing		Not Qualified
	Prapai Piggott	Senior Data Analyst	Health Department of Western Australia	62%	marketing		Not Qualified
	Peter Ortmueller	HR & Training Coordinator	Patience Bulk Haulage	62%	marketing		Not Qualified
	Steven Wojnarowski	Business Intelligence Manager	Victoria University	62%	marketing		Not Qualified
	john racker	ohs manager	biscom	61%	marketing		Not Qualified
	Elias Bampos	Program Manager BI & Data Warehouse	OPTUS	61%	marketing		Not Qualified
	Marlene Daicopoulos	Policy Management Officer	Townsville City Council	61%	marketing		Not Qualified
	Linda Monteith	GM HR	Oaks Hotels and Resorts	60%	marketing		Not Qualified
	Jeff Ryan	Contract Accountant	Paribus Pty Ltd	60%	marketing		Not Qualified

Campaign: Social Media-Related ([Create new email](#) | [Settings](#) | [Reports](#))

STATUS	SUBJECT LINE	TIMING	
On (Turn off)	6 Reasons Social Media Helps Grow Business Unique clicks: 2.7% ... more	Day 1	Edit email Preview Delete
On (Turn off)	7 Twitter Ideas to Improve Your Marketing & PR Unique clicks: 2.04% ... more	Day 3	Edit email Preview Delete
On (Turn off)	Help - My Twitter Handle is Taken Unique clicks: 0.63% ... more	Day 5	Edit email Preview Delete
On (Turn off)	Use Twitter to Monitor, Follow & Engage Unique clicks: 4.41% ... more	Day 10	Edit email Preview Delete
On (Turn off)	5 Steps to Monitor Social Media on Your Time Unique clicks: 2.86% ... more	Day 15	Edit email Preview Delete

1. Understand

2. Design

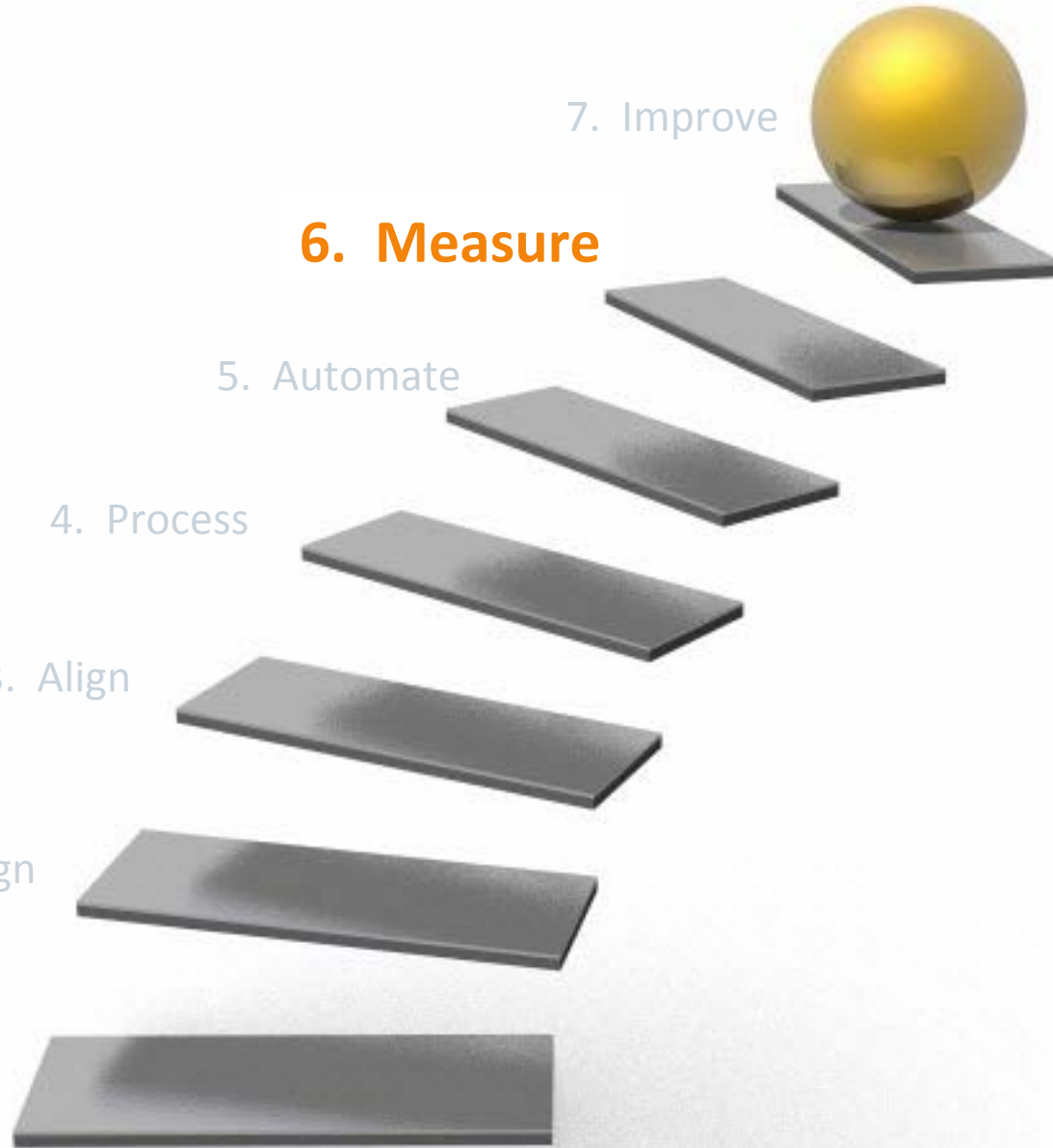
3. Align

4. Process

5. Automate

6. Measure

7. Improve

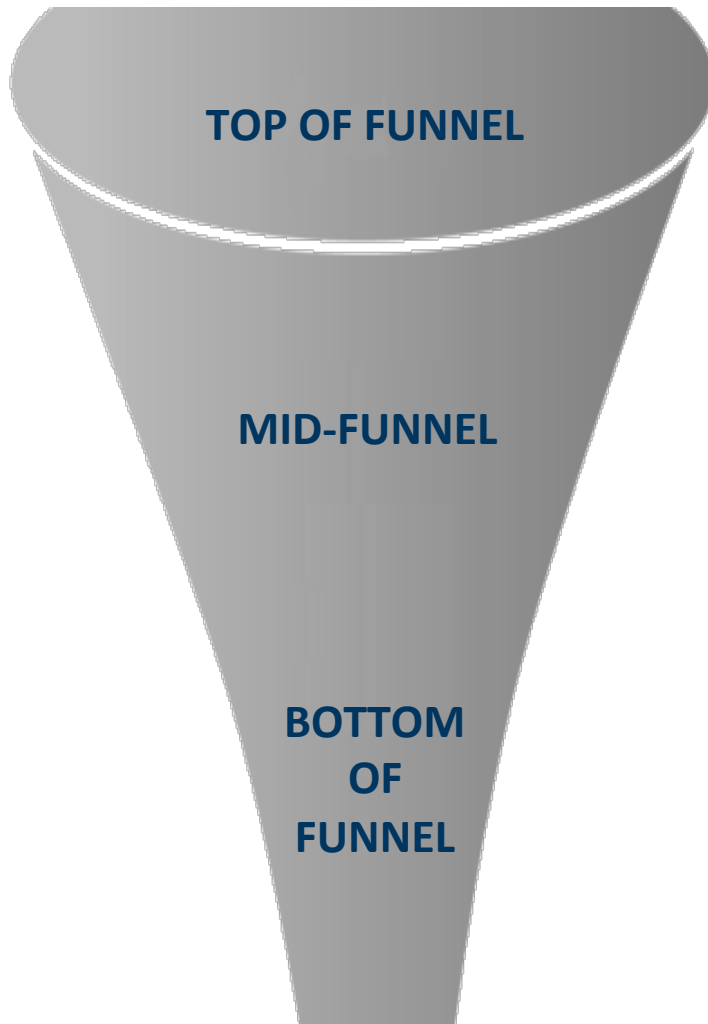




IN GOD WE TRUST.

ALL OTHERS BRING **DATA!**

Identify Your **KEY PROGRESSION METRICS**



Conversion of **LEADS** to **APPOINTMENTS**?



Conversion of **APPOINTMENTS** to **OFFERS**?



Conversion of **OFFERS** to **CLOSURES**?

Use PREDICTIVE ANALYTICS to manage the FUTURE – not just the present



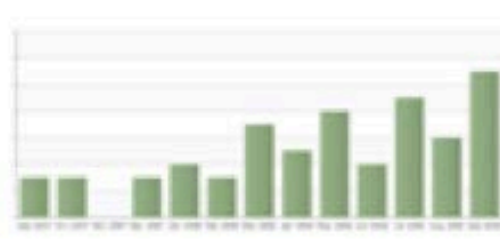
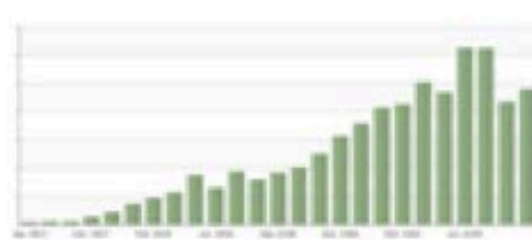
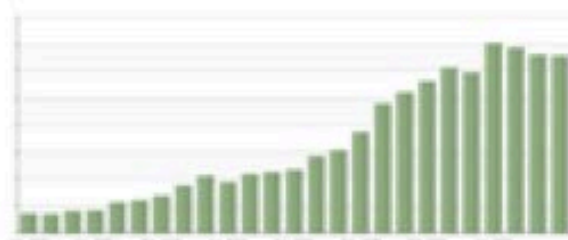


Visitors

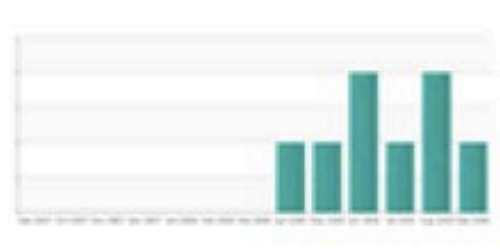
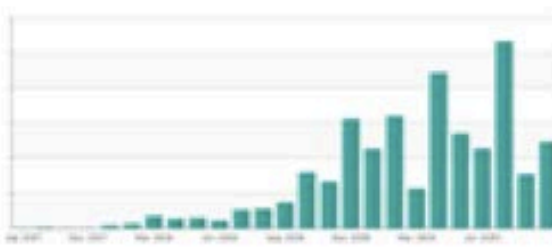
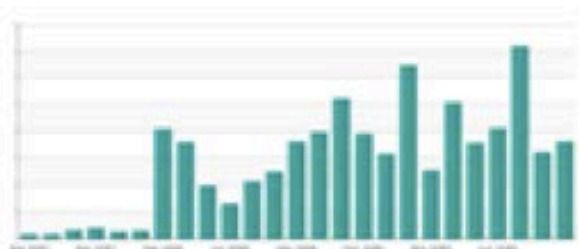
Leads

Sales

SEO



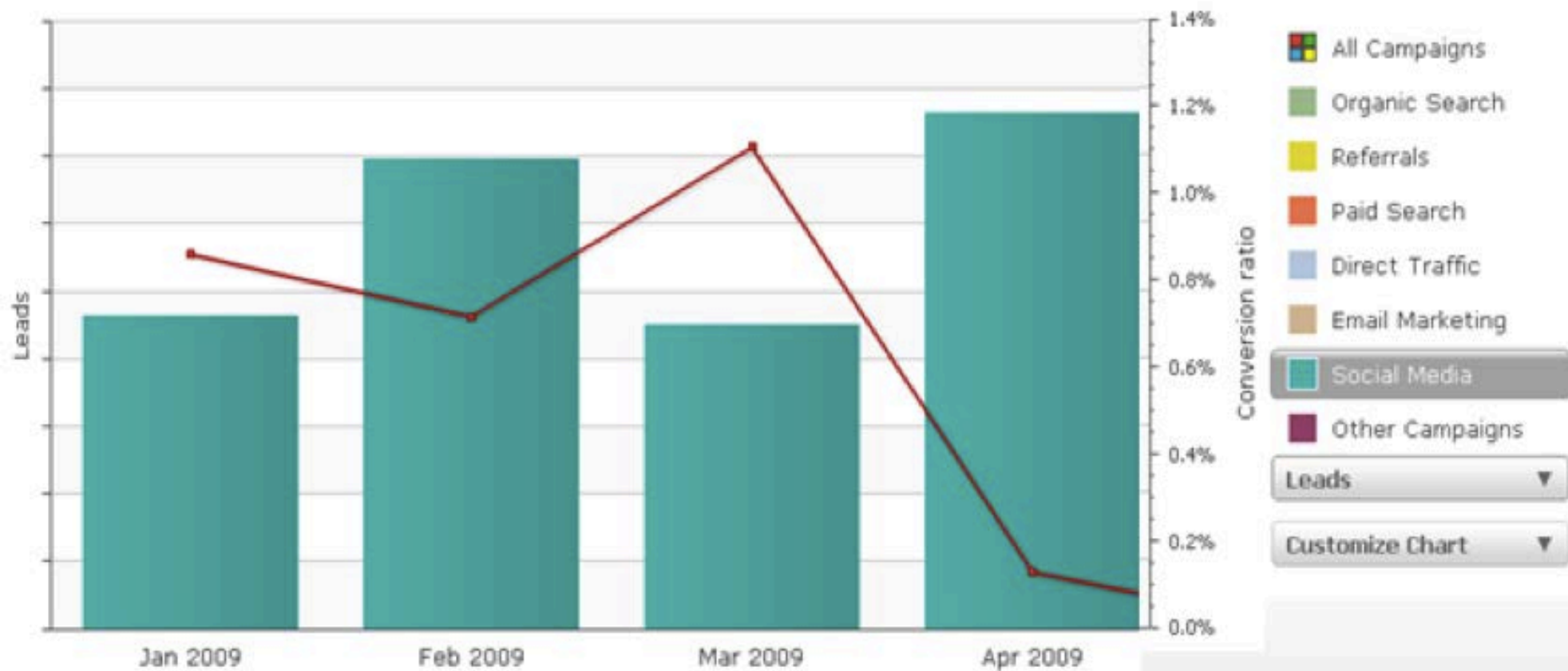
Social Media



REFERRER	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER	VISITS BY MONTH
websitegrader.com		25%		1.2%		.3%	
blog.hubspot.com		8.9%		.97%		.087%	

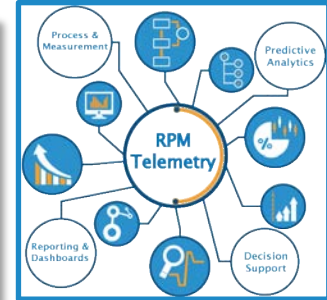
SITE	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER	CUSTOMERS	VISIT TO CUSTOMER
Twitter	3,964	4.2%	168	2.4%	4	.1%
LinkedIn	3,162	9.6%	303	1.7%	5	.16%
Facebook	3,145	8.9%	281	1.8%	5	.16%
StumbleUpon	355	.28%	1	0%	0	0%
Delicious	262	1.1%	3	0%	0	0%
YouTube	138	2.9%	4	0%	0	0%
SlideShare	136	4.4%	6	17%	1	.74%
Wikipedia	57	7%	4	0%	0	0%
Ning	43	7%	3	0%	0	0%

Leads from Social Media



Only by measuring the **CONVERSION THROUGHPUT** and **VELOCITY** of your Funnel(s) can you identify what is working, what isn't working – and where the **BLOCKAGES** are. Once you know where they are, you can act to rectify them.

	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Total 2012	Total 2013	Total 2014
Funnel Input	1,000	1,000	400	400	200	200	200	100	100	0	0	0	3,600	0	7,800
Position in Category	258	366	345	270	222	184	191	120	102	67	44	31	2,199	72	4,152
Identify Problem	41	95	158	153	117	97	91	74	53	42	31	21	974	48	1,705
Qualify & Prioritise	5	53	103	72	97	93	82	59	48	45	29	22	709	56	1,159
Establish Credentials	61	11	39	57	54	52	61	61	45	38	29	25	533	64	701
Define Need	20	68	21	69	82	83	72	105	112	116	108	113	969	967	1,420
Propose Solution	13	25	8	27	31	32	27	39	42	43	40	42	370	355	539
Prove Concept	0	0	5	11	12	24	32	34	28	40	44	39	268	372	497
Defeat Competition	20	0	5	11	12	18	34	26	33	33	37	41	270	379	486
Obtain Mgmt Approval	5	0	1	3	3	4	9	7	8	8	9	10	68	95	121
Obtain Mandate	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Deliver	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Grow	2	5	0	2	4	2	4	8	7	8	7	8	58	100	112
Predicted Revenue	50,000	125,000	0	47,631	90,202	57,342	91,824	197,895	182,855	209,587	184,533	202,638	1,439,508	2,985,797	3,913,584
Predicted Meetings	122	161	61	158	186	225	262	325	362	369	351	373	2,954	2,938	4,153



**WHAT IS STOPPING YOU FROM
INCREASING YOUR SALES BY 100%?**



A.	Lead to Appointment (Top of Funnel)	35%	IMPROVE BY 5% =	40%
B.	Appointment to Offer (Mid-Funnel)	35%	IMPROVE BY 5% =	40%
C.	Offer to Close (Bottom of Funnel)	20%	IMPROVE BY 10% =	30%
D.	End-to-End Conversion (AxBxC)	2.45%		4.80%
E.	Sales	<u>\$20,000,000</u>		<u>\$39,183,673</u>

INCREMENTAL IMPROVEMENTS at each stage of the Funnel can result in dramatic increases in End-to-End Revenue Performance.

Assuming your company was operating at the average Australian conversion benchmarks, 5% Improvements at Top and Mid and 10% at Bottom of Funnel will drive a **96% OVERALL INCREASE** in revenue.

Would an investment equal to
.5% OF SALES be worth it for that?



E.	Sales	<u>\$20,000,000</u>	<u>\$39,183,673</u>
F.	Cost of Sales	<u>\$13,200,000</u>	<u>\$25,861,224</u>
G.	Gross Margin (E-F)	\$6,800,000	\$13,322,449
	Gross Margin %	34%	34%
H.	Overheads	<u>\$5,800,000</u>	<u>\$6,800,000</u>
J.	EBITDA (G-H)	\$1,000,000	\$6,522,449
K.	Value Multiple	<u>4</u>	<u>4</u>
L.	Valuation (JxK)	<u>\$4,000,000</u>	<u>\$26,089,796</u>



1. Understand

2. Design

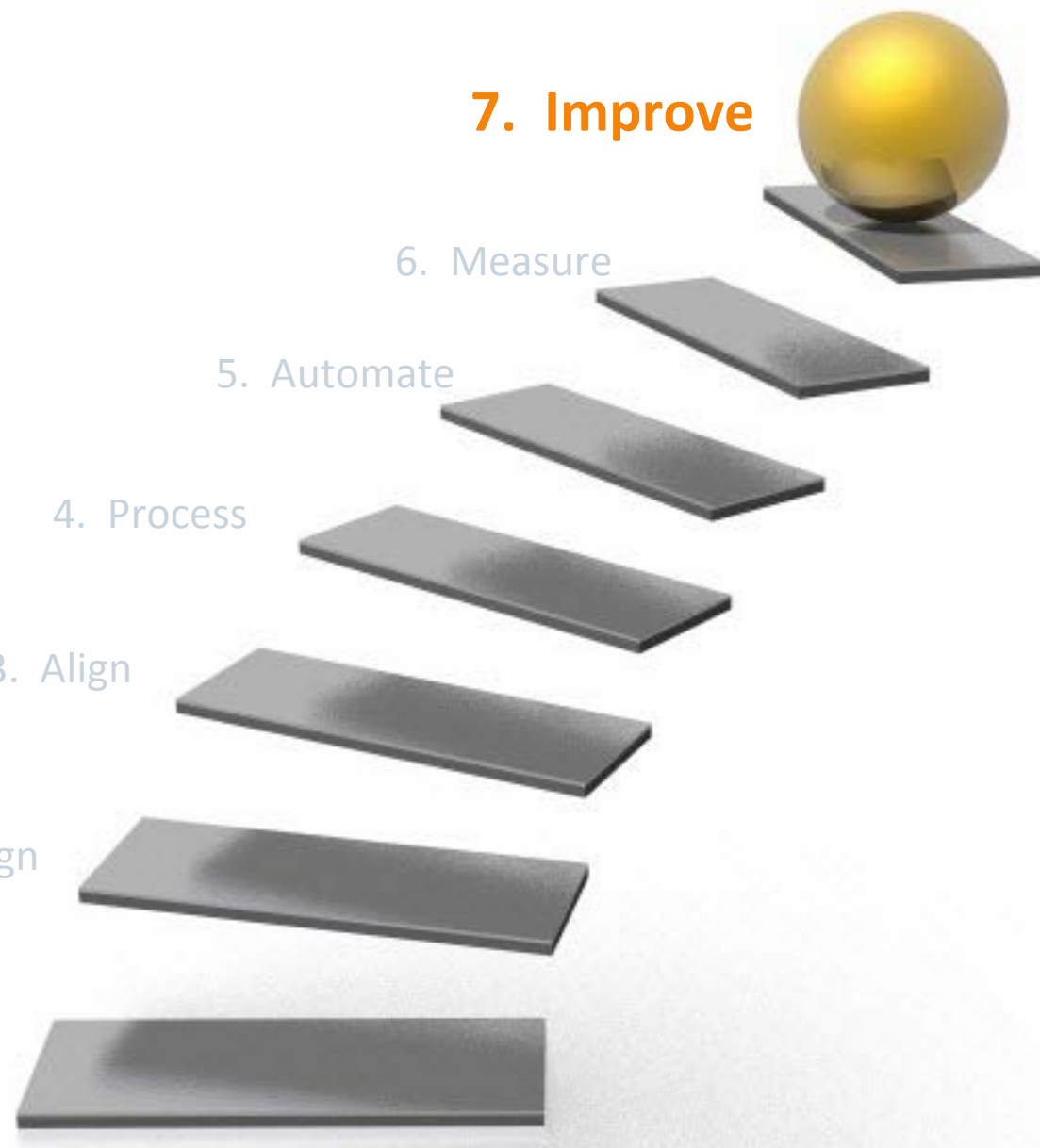
3. Align

4. Process

5. Automate

6. Measure

7. Improve





HOW?



1. WHERE ARE WE NOW?

- What's working well?
- What's holding us back?
- Where are the opportunities?
- What are the risks?

2. WHAT SHOULD WE DO?

3. HOW DO WE START?

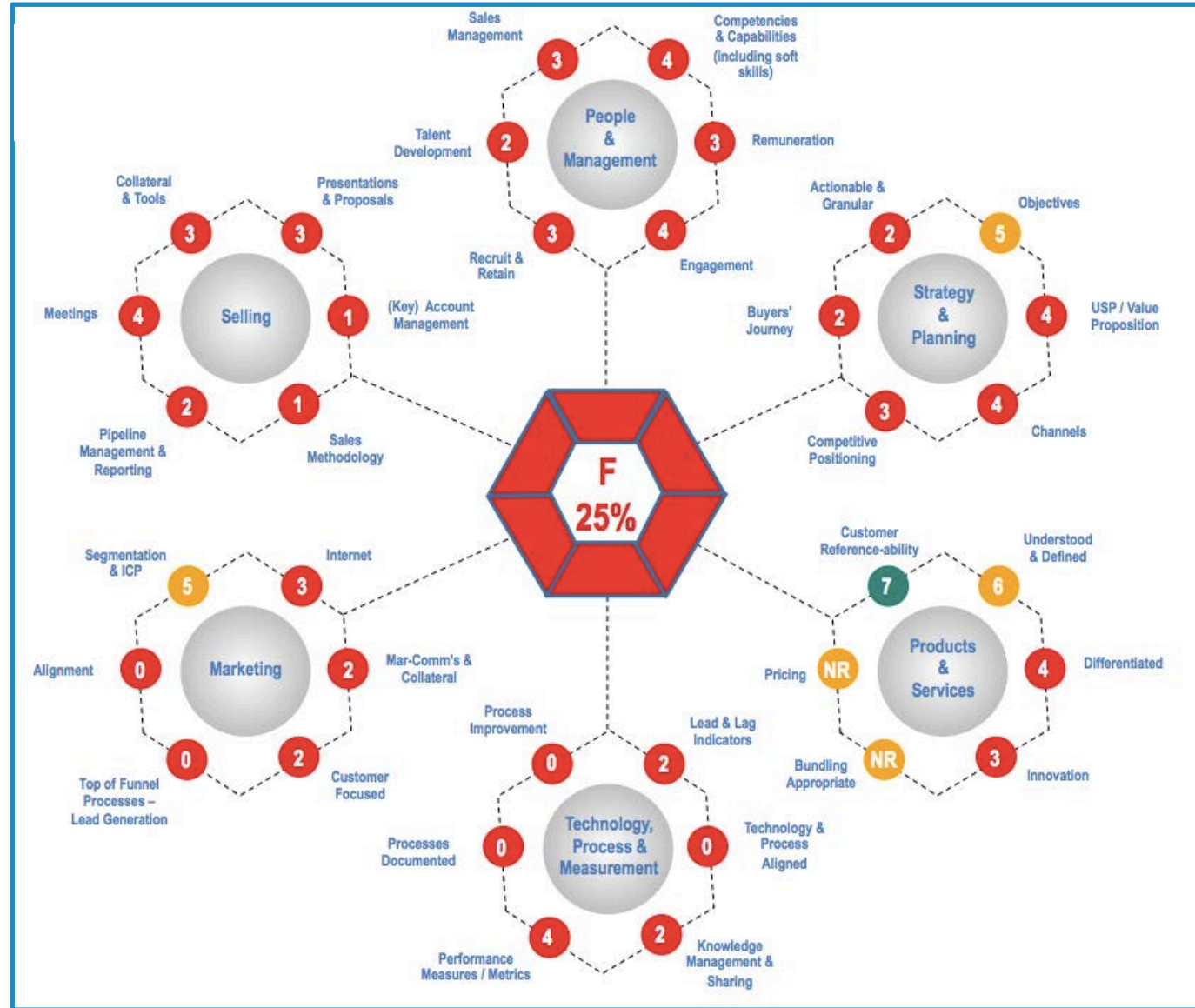
Revenue Performance **DIAGNOSTIC**

You need to start with as accurate and complete a picture of your current position, capabilities and risks as you can afford to prepare.

If you start with rubbish, you'll end with rubbish.

Be careful about running initial diagnostics on your current revenue systems yourself.

If you had a pain in your chest that wouldn't go away, would you diagnose yourself – or call a doctor with an ECG?



The skills and competencies of your **MANAGEMENT** and **PEOPLE** will be critical.



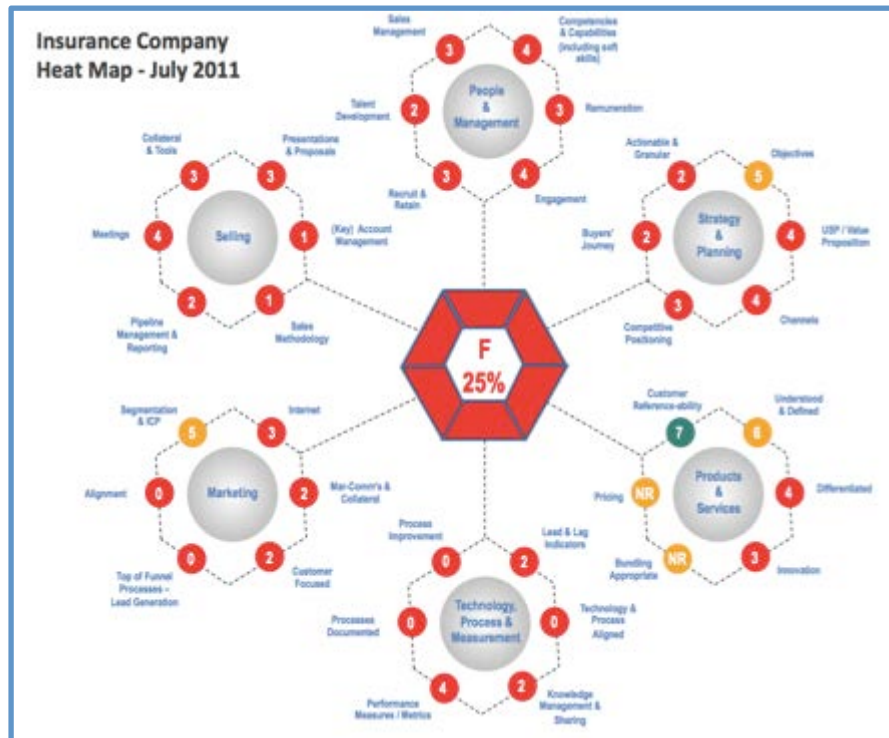
Even the best F1 car needs a highly capable driver.

Do your people have **“the Right Stuff”** to drive the machine you’re building for them?

Participants	Prospect Engagement	Credential Positioning	Need Identification	Solution Proposal	Concept Validation	Overcoming Objections	Closing	Following Up	Totals
Participant 1	45	37	95	90	65	90	21	82	65.6
Participant 2	82	34	41	65	78	90	80	60	66.3
Participant 3	76	75	60	78	90	90	39	81	73.6
Participant 4	31	28	41	85	60	75	38	82	55.0
Participant 5	34	75	81	92	78	90	80	98	78.5
Participant 6	38	34	61	68	80	80	60	80	62.6
Participant 7	46	84	85	80	56	68	40	98	69.6
Participant 8	45	43	59	56	43	40	61	43	48.8
Participant 9	42	38	58	90	90	90	63	83	69.3
	48.8	49.8	64.6	78.2	71.1	79.2	53.6	78.6	65.5

Understanding your current position and capabilities means you can **MOVE THE RIGHT DIALS** in the shortest possible time.

From this.....



....To this



Then build a **REVENUE BLUEPRINT** for the future



REVENUEPLAN™ PLAN-ON-A-PAGE

Supports Most Tracked by Our Prospects - CFP

- National business CFPs with organizations
- Owners, CFOs and Senior Managers in Core Organizations
- CFPs of Finance and Business Managers in Education Organizations
- CFPs of CFOs and Business Managers in Real Estate and Commercial Service Organizations
- Owners and Prospects with multiple needs

Why Prospects B2B Engage with Annual?

- Shareholder value
- Brand awareness
- Understanding of their business challenges and needs, and customer history
- Better sales and depth of expertise in solutions
- Better communication
- Specialized and vendor sales leading services
- Scalability and cost

Core Elements of Annual's CFP - "B2B B1"

- Underpinned knowledge and insights by business
- Rules
- Knowledge and sharing with peers and networking
- Reduction in costly acquisition
- Help to fix the long through advanced expert resources
- Professional and vendor sales leading services with integrated expertise with model-based selling

Algorithms for Annual

	Revenue	Profit
Quarter 1	\$0.00	\$0.00
Quarter 2	\$0.00	\$0.00
Quarter 3	\$0.00	\$0.00
Quarter 4	\$0.00	\$0.00
Year 1	\$0.00	0%
Year 2	\$0.00	0%

The Problem We Solve

NOT CONFIDENT THAT PROSPECTS ARE READY FOR ME AND I DON'T HAVE THE RIGHT TACTICAL PLAN FOR REVENUE GROWTH

BECAUSE OF INEFFICIENT PROSPECTS DON'T FULLY UNDERSTAND THE ENVIRONMENT BUSINESS OPPORTUNITIES AND THE NEED-NEED TECHNOLOGY

RevenueModel™

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Leads	100	100	100	100	100	100	100	100	100	100	100	100
Qualified Leads	50	50	50	50	50	50	50	50	50	50	50	50
Proposals	25	25	25	25	25	25	25	25	25	25	25	25
Winning Proposals	10	10	10	10	10	10	10	10	10	10	10	10
Revenue	100	100	100	100	100	100	100	100	100	100	100	100

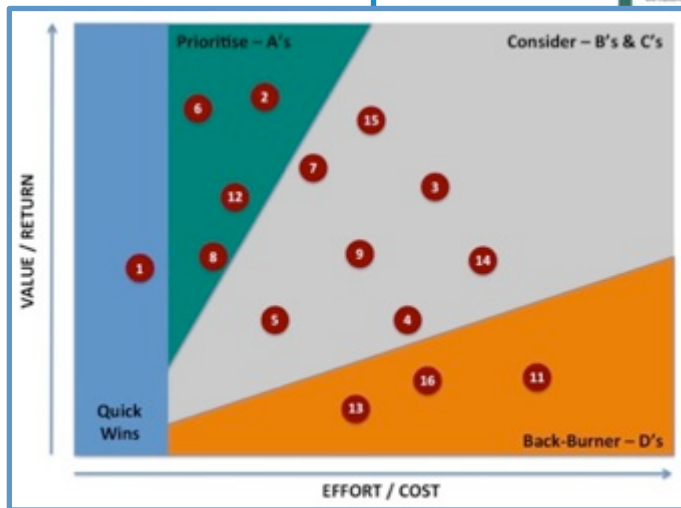
Execution

REVENUE 1.0 (Q1 2012) | **REVENUE 2.0** (Q2 2012) | **REVENUE 3.0** (Q3 2012) | **REVENUE 4.0** (Q4 2012) | **REVENUE 5.0** (Q1 2013) | **REVENUE 6.0** (Q2 2013) | **REVENUE 7.0** (Q3 2013)

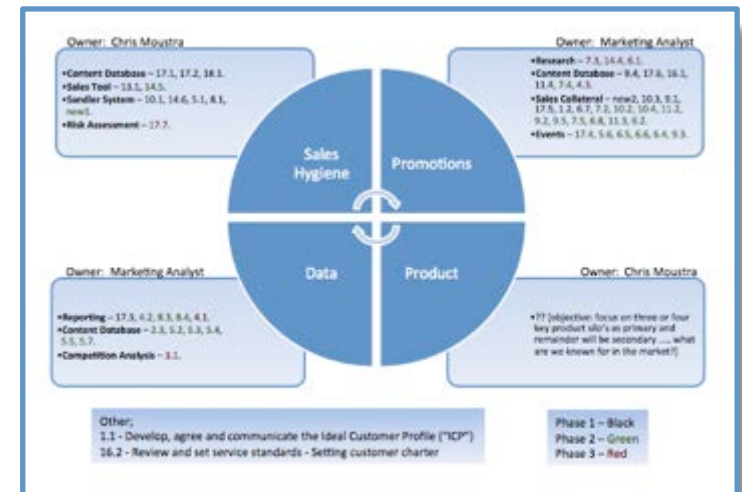
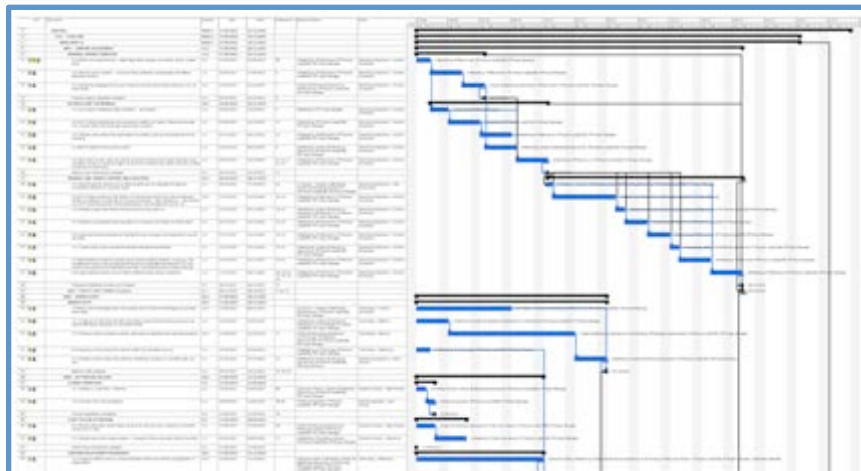
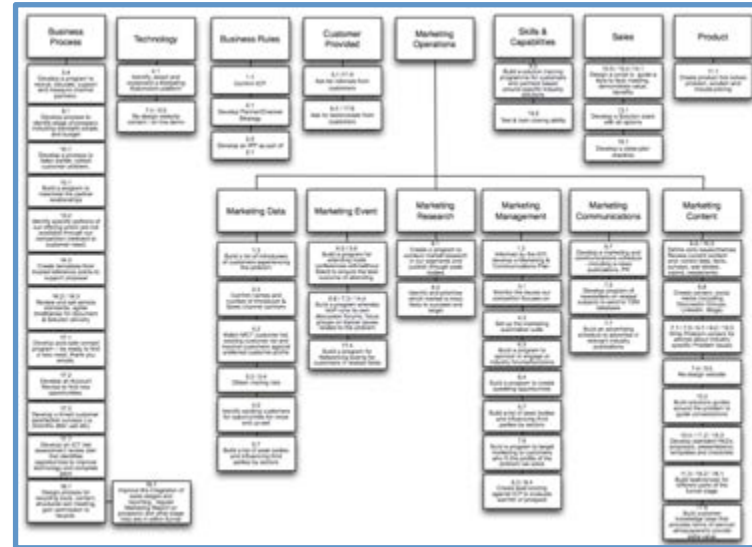
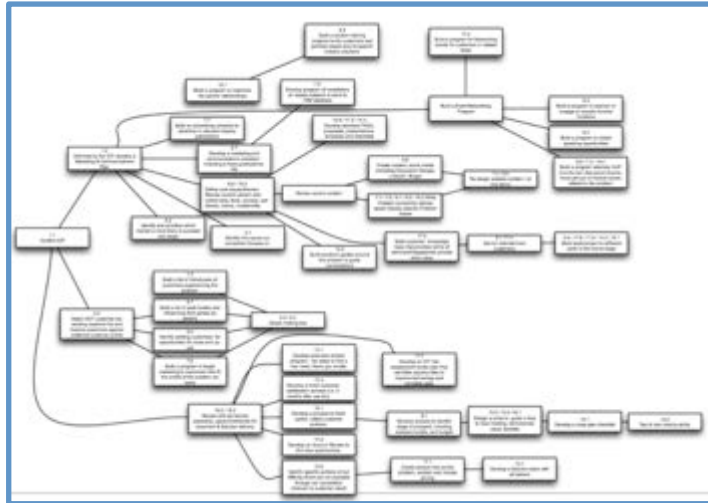
Revenuing

Predicted Revenue — Predicted Meetings — Funnel Input

	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Full Year
New Nurses	7,963	7,963	7,706	7,963	7,706	7,963	7,963	7,101	7,963	7,706	7,963	7,706	93,781
Position in Category	18,826	19,973	20,765	22,522	23,935	27,127	28,527	28,253	29,862	29,366	30,968	30,289	306,962
Identify Prospects	7,768	14,438	16,442	17,262	18,858	20,975	20,188	22,963	22,739	24,834	23,778	209,260	
Qualify & Prioritize			5,956	6,911	10,029	10,727	10,574	12,086	12,971	13,854	13,888	99,298	
Establish Credentials				4,531	6,524	7,088	6,782	8,095	8,853	9,401	9,401	66,483	
Define Need					5,936	6,714	6,626	12,489	14,798	16,990	16,581	95,542	
Propose Solution					5,846	6,877	4,988	6,034	6,975	10,682	12,142	61,828	
Price Concept					1,868	3,788	3,727	5,525	6,321	6,886	10,580	43,488	
Defeat Competition					1,868	3,788	3,727	5,277	6,114	6,538	8,989	38,888	
Obtain Mgmt Approval					1,868	3,788	3,727	5,277	6,114	7,388	8,275	38,888	
Obtain Mandate					1,475	2,261	2,236	3,186	3,849	4,433	4,787	24,917	
Deliver					381	2,085	2,186	2,088	3,395	4,244	4,522	19,682	
Grow					261	2,085	2,186	2,088	3,395	4,244	4,522	19,682	
Predicted Revenue					670,818	6,951,440	7,263,480	6,963,387	11,963,246	14,146,982	15,873,707	63,272,375	
Predicted Meetings					32,038	61,373	69,562	72,765	89,846	102,490	106,485	117,186	119,483



....and a CLEAR PLAN for EXECUTING that Blueprint.



UNBLOCKING YOUR FUNNEL



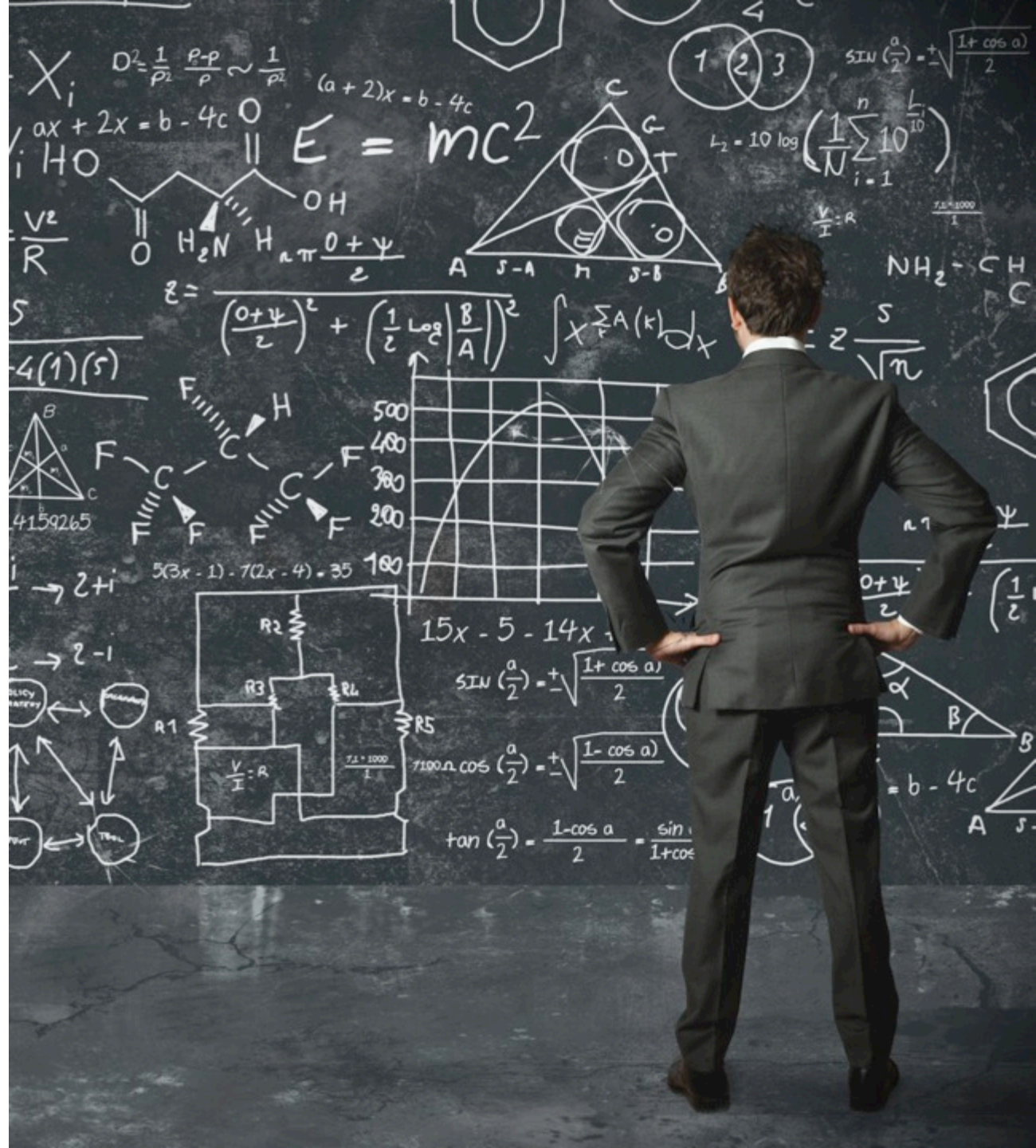
To unblock your Funnel, you need to the right measures to know exactly what's blocked and how badly.

Otherwise – you're guessing!

If you're lucky you'll be right.
If you're not you'll waste your money and resources.

You might even make it worse...

MUCH WORSE!



Accurate **MEASUREMENT** highlights **ROOT CAUSES** which then inform the appropriate **REMEDIAL ACTIONS**



- Value proposition unclear?
- Poor market or customer segmentation?
- No lead generation?
- Poor process around lead qualification?
- Collateral / content issues?
- Poor coordination between Marketing and Sales?
- Ineffective digital / social strategy or execution?


- Ineffective / no Inside Sales operations?
- Poor Marketing / Sales alignment?
- Low sales meeting / conversation skills?
- Sales meeting / product collateral?
- CRM-process alignment / optimisation?
- Inability to help buyers clarify/quantify needs?
- Lack of understanding of Buyers Journey?

- Poor / ineffective selling / closing skills?
- Wrong people in the wrong positions?
- Poor quality proposals / presentations?
- Presentation skills?
- Poor / ineffective negotiation skills?
- Lack of / poor sales process / sales execution?

- Poor / ineffective account management?
- Lack of product / offering knowledge?
- Lack of integration between sales & delivery?
- Sales compensation plans not aligned to up and cross sell?

As opposed to **GUT FEEL, GUESSWORK** and **PROBLEMATIC RESULTS** CEO's and CFO's put with today





Which organisations and people within them suffer from those problems?
Who suffers most?

How do they research and buy solutions to those problems when they know they have them?

Do our products and services represent valuable solutions to those problems?

Who else helps our buyers solve these problems?
How will we defeat them?

What problems can we solve for our customers – better than anyone else can?

How effectively do we market and sell to those buyers?



Revenue Performance Management Group



RPM Group International
Revenue Performance Management

Sydney | Melbourne | Brisbane | Chicago | London

www.rpmgi.com.au